The Northwestern Miller

Volume 241
Number 10

MARCH 7, 1950

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This is a part of International Milling Company service designed to assure you "the best loaf in your market."

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Each of Pillsbury's Bakery Patent Flours is milled to meet certain specific needs—but all of them are alike in year-after-year reliability, for each run of each flour has to pass rigid baking tests.

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BAKERY PATENT FLOURS

PILLSBURY MILLS, INC. General Offices: Minneapolis 2, Minn.

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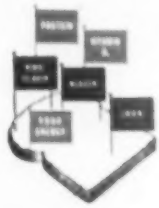

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WHEN you buy flour with the I-H label, it must be good. For every skill of wheat buyer, flour miller and cereal chemist is combined to make sure that every sack of I-H measures up to the top quality that has made these flours famous for their fine baking results. You will never regret a switch to I-H.

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KANSAS CITY, MO.

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The Northwestern Miller

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The American Baker • Feedstuffs • Milling Production

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KELLY'S FAMOUS FLOUR

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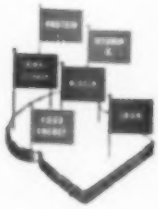

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We never make excessive claims for KELLY'S FAMOUS. This well-known brand *is* a superior flour and *is* recognized in the trade as a quality leader. Those are simply *facts*. We know you will find complete baking satisfaction in KELLY'S FAMOUS.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY

HUTCHINSON, KANSAS

Capacity 5,000 Sacks *Grain Storage 1,000,000 Bus.*

"The Flour of the Nation"

AMERICAN ACE

Extra High Patent

FLOUR

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4,000 Sacks

Grain Storage
3,000,000 Bu.

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SILK FLOSS
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MILL CAPACITY —— 10,000 CWTS.
GRAIN STORAGE —— 4,500,000 BU.

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THE SALUTE Raise foil to a perpendicular position in front of shoulder, pause, extend foil forward at shoulder height, pause, return foil to upright position.

ON GUARD Stance and position of foil similar to parry illustration.

WHEN Performance COUNTS

...you always choose quality

STRAIGHT RETURN THRUST Executed by extending arm in a forward line, either in an engaged position or when blades are not in contact.

THE TARGET The torso from upper edge of collar to groin lines. May be divided by horizontal and perpendicular lines into four sections: inside high and low (2 and 4) and outside high and low (1 and 3).

THE LUNGE Extend arm at shoulder height, with shoulder relaxed. Start lunge with toes, place right foot straight forward, landing heel first. At same time fully extend left leg with a snap and hold left foot stationary, flat on floor, body slightly bent forward for maximum reach.

THE PARRY A defensive blade movement by which the attacking blade is diverted from the target. The target four sections can be defended by 12 parries (4 each: direct, rolling and encirclement).

● The stirring clash of blade on blade, the flashing arc of a skillful parry, a light-quick lunge . . . *touche!* That's fencing, once a deadly test of honor, now a flourishing sport enjoyed by thousands.

Just as lightning coordination of hand and eye is the mark of a champion fencer, so the coordination and timing of Commander-Larabee wheat buying experts, laboratory technicians and master millers is your assurance of *finer* flours. Yes, huge storage facilities, modern mills, and all the skill of highly trained personnel are constantly working together to make every Commander-Larabee Flour a flour you can *count* on, unfailingly uniform in every baking characteristic in *any* season, at *any* time.

There is an experienced Commander-Larabee representative near you. Ask him about the flour which best suits your baking requirements. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Flour!

COMMANDER-LARABEE MILLING COMPANY

Commander-Larabee Milling Company

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THE LARABEE FLOUR MILLS CO. • KANSAS CITY
BUFFALO FLOUR MILLS CORP. • BUFFALO

Attack on Bread Use Decline Urged

BAKERY ENGINEERS ASKED FOR SAME QUALITY AT LESS COST

M. Lee Marshall, ABA Chairman, Cites Three-Fold Problem of Baking Industry at Annual Convention of American Society of Bakery Engineers

By W. E. LINGREN
and F. W. COOLEY
Editorial Staff of
The Northwestern Miller

CHICAGO — The baking industry was told "take off its collective coat and get busy" on a program to reverse to the downward trend in the per capita consumption of flour and baked products at the opening session March 6 of the 26th annual meeting of the American Society of Bakery Engineers. The warning was delivered by M. Lee Marshall, Continental Baking Co., New York, chairman of the board of governors of the American Bakers Assn.

The convention, which drew bakery production men, cereal chemists, representatives of management and allied tradesmen from all parts of the U.S. and Canada, was scheduled to continue through March 9 with morning and afternoon sessions, in addition to several other activities.

Mr. Marshall praised the bakery engineers for their past contributions to the baking industry, which, he said, "can be measured by the progress the industry has made."

"We could not have gone far without the inventive genius of the bakery engineer," he said.

He cited the contributions of the engineer in improving the quality of bakery products, insuring greater uniformity and making possible greater convenience to the consumer.

"But," he said, "your work has only begun. Our industry, like most major industries, is facing an uncertain future. We have problems on three fronts: First, our costs are mounting; second, we must meet the challenge of a trend on the part of the public to substitute other foods for baked foods, and third, there is need for continued improvement in quality."

He cited the increased costs of ingredients and labor and selling, which, he said, "are on the verge of getting out of hand."

"The retail price of bread, on the other hand, has a moral and political and competitive ceiling," he pointed out. "Bread consistently runs well below the cost of living, or the cost of other foods. Our prices have risen

M. Lee Marshall

somewhat during the past 10 years; but the usual relationship between our low prices and the higher general price level has remained pretty much the same."

In addition, he pointed out, the housewife is getting more for her money in bread today than she did 10 years ago. In 1938, he said, the average hourly wage bought seven loaves, while today's hourly wage buys 10 loaves.

"Certainly, between our own moral obligations, political pressures and competitive requirements to keep our prices in line, we are not going to solve any economic problems for the industry by increasing bread prices," Mr. Marshall said. "And we can't cut quality. That means that you are going to have to find ways to help us make the same high quality bread, with the same ingredients, at less cost. And, that, gentlemen, is a first class lollapaloozer of an assignment. But I think you'll find a way to do it."

The ABA chairman presented a chart showing the downward trend in the per capita consumption of wheat flour in the U.S. since 1909. The per capita figure dropped from 207 lb. in 1909 to 135 lb. in 1948, a third less.

"Because of the rapid increase of the population we are actually selling more loaves of bread every year," Mr. Marshall pointed out, "but the number of loaves consumed per person is, I am afraid, going downhill fast.

"I know that through our united efforts, something can be done about the present trend in wheat flour consumption. It means that all of us must work more closely together than ever before. The only way open to us is to do a better job of producing a better product. And we are going to have to learn to sell it better than we have ever sold it before."

Chairman of the opening session was Otto Richter, Richter Baking Co., San Antonio, Texas, a past president of the ASBE. Harold T. Moody, Ralph's Grocery Co., Los Angeles, current ASBE president, in the president's annual message, pointed out the purpose of the annual meeting of the society and the values inherent in the exchange of technical information on bakery production. He lauded the policy of non-commercialism during the meeting, which has been society tradition.

Victor E. Marx, American Dry Milk Institute, Inc., Chicago, ASBE secretary-treasurer, discussed the operations of the society in his annual message. He reported a continuation of the upward trend in society membership with current members totaling 2,438. He cited the value of the traditional joint cooperation of bakers and allied men alike in the workings of the society.

Charles E. Riley, Brolite Co., Chicago, program chairman for the meeting, outlined the highlights of the 26th annual meeting and reviewed the procedures involved in preparing the programs.

Inspirational speaker at the opening session was the Rev. Harvey C. Hahn, Dayton, Ohio. He cited the need for individuals and companies to have a program for the future and a planned technique for accomplishing it.

"We must teach people to step into responsibility rather than away from it," he said. "We must teach the people of America to use their hands to serve, rather to get."

Bakery Costs Under Discussion

The production portion of the meeting got under way the afternoon of March 6 with a series of three discussions of costs as they affect the baker. Fred Weberpals, H. C. Bohack Co., Brooklyn, N.Y., was session chairman, superintending the general subject of the costs of pro-

(Continued on page 77)

NEW OFFICERS OF ASBE

CHICAGO — New officers of the American Society of Bakery Engineers, elected at the organization's annual convention here March 6-9, are as follows:

Don F. Copell, Wagner Baking Co., Newark, N.J., president; Earl Byron Cox, Helms Bakeries, Inc., Los Angeles, Cal., first vice president; Charles E. Riley, Brolite Co., Chicago, second vice president. Victor E. Marx, American Dry Milk Institute, Inc., Chicago, was reelected secretary-treasurer.

USDA Purchases No Wheat, Only 150,000 Bu. Rye

WASHINGTON—The government grain and flour procurement was again negligible for the week ending March 3. The only purchase announced was 150,000 bu. rye.

U.S. Department of Agriculture policy on rye procurement is to hold this commodity close to the loan rate and it has consistently declined to approve procurement of rye from Canada even when the duty has been paid for export to Economic Cooperation Administration nations. There has been no change in this policy, although there has been reported inquiries for rye from Portugal on Canadian origin rye.

Cumulative grain procurement totals for July 1, 1949, through March 3, 1950, follow: wheat, 48,459,167 bu.; wheat flour (wheat equivalent), 5,550,086 bu.; grain sorghum, 1,451,113 bu.; rye, 3,117,111 bu.; rye flour (rye equivalent), 102,679 bu.; corn, 41,500 bu.; barley, 1,381,960 bu.; total, 60,103,626 bu.

—GREAT IN THE STAFF OF LIFE—

APPROVAL EXPECTED FOR ITALIAN CORN REQUEST

WASHINGTON — Economic Cooperation Administration officials are now studying a request from the Italian government for the procurement of approximately 3.5 million bushels of corn from the U.S. It is forecast that this request will be approved shortly.

The ECA mission in Italy is now examining the need for this amount of corn. While a prima facie need has not clearly been demonstrated, it is believed here that the Italian request for this quantity will be approved.

Commander-Larabee Will Close Down 10,000-Sack Buffalo Mill

MINNEAPOLIS — Commander-Larabee Milling Co. has announced that within about 60 days the Buffalo, N.Y., plant of its subsidiary company, the Buffalo Flour Mills Corp., will be closed.

This action, it is explained by Ellis D. English, president of Commander-Larabee, is being taken as a major step in the company's adjustment to postwar conditions within the flour milling industry, which is confronted with a competitive situation calling for the elimination of excess capacity.

"This certainly does not mean," said Mr. English, "that we are going out of the spring wheat milling business. Our over-all operation will be the same as before."

The Buffalo mill is of 10,000 sacks daily capacity. Its elimination will reduce Commander-Larabee operating capacity to 36,360 sacks daily. This reduction displaces Commander-Larabee as third largest milling company in the U.S., a position now occupied by International Milling Co., with total capacity of 55,900 sacks daily. Russell-Miller Milling Co., since the recent acquisition of the Minot (N.D.) Flour Mill Co. plant, has a total capacity of 42,000 sacks. Colorado Milling & Elevator Co., Denver, states its total capacity as 36,800 sacks.

Commander-Larabee entered the Buffalo field in 1926 when the Sheffield interests of Minneapolis purchased the plant of the J. A. Walter Milling Co., Inc., and reincorporated the business as the Buffalo Flour Mills Corp. This mill burned a year or two later, at which time the plant of the Thornton & Chester Milling Co. was acquired. Continuous improvement in machinery and equipment, resulting in large additions to capacity had been made in recent years, but the present Buffalo plant is now considered to have passed its point of maximum efficiency.

Harold P. Bell is vice president and manager of Buffalo operations. Perry Putnam is superintendent of the Buffalo plant and M. W. Shero is chemist. There are about 170 employees.

Bakers' Union Plans Single Contract

CONTINENTAL BAKING FIRST TARGET FOR NEW CAMPAIGN

Plans Discussed at Contract Conference in Chicago Feb. 20-21—Each Participating Local to Be Represented on Negotiating Committee

CHICAGO—Plans for the negotiation of a single nationwide contract with the Continental Baking Co., were discussed at the contract conference of the Continental Baking division of the Bakery and Confectionery Workers International Union of America held here Feb. 20-21. Wesley Reedy, chairman of the Continental Baking division of the union, has indicated that the union expects to clear all legal angles and issue a 60-day notice to the Continental Baking Co. for the purposes of collective bargaining.

Each participating local union is entitled to name one member on the negotiating committee, or to have an elected delegate of another local union in its area represent its interests in negotiations. These appointments are to be made by March 18.

The negotiating committee automatically will become the strike strategy committee, according to the union's plans. Each member of the negotiating committee will cast a vote for each local union he represents.

Strike Vote Authorized

The officers of the Continental Baking division of the union were authorized to call for a strike vote of member unions if a collective bargaining agreement with the company is not signed by May 1. In the meantime, local unions have been instructed not to send Continental Baking Co., either the 60- or 30-day notice.

Attending the contract conference were 83 delegates representing 54 local unions, 5 auxiliaries and 1 branch.

Officials of the Bakery and Confectionery Workers International Union last November announced their intention to seek nationwide contracts with all large interstate baking firms. Whereas the custom in the past has been for these firms to negotiate local agreements with local unions, the new union drive will seek one national contract applicable to all branches of a baking chain.

First meeting of the campaign was held here Dec. 5-6 when national officers of the union met with 107 delegates representing 60 local unions, 5 auxiliaries and 1 branch.

The establishment of a Continental Baking division of the international union was adopted at the Dec. 5-6 conference, subject to ratification by participating local unions and the local union members employed at Continental Baking Co. establishments under their jurisdiction.

The terms of a negotiated nationwide agreement will be submitted for acceptance or rejection by the local union members employed in the plants of the Continental Baking Co., the union has announced.

Procedure Announced

"All strike votes involving members of participating local unions employed in Continental Baking establishments shall be conducted in accordance with international constitutional provisions," the union announcement said. "Participating local unions whose contracts with the Continental Baking Co. expire prior to March 15, 1950, shall enter negotiations in their usual manner. If the participating local unions whose contracts expire prior to March 15 desire to have the Continental Baking division represent them in the negotiation of a new contract, they may do so in accordance with the rules that have been formulated . . .

"All participating local unions whose present contracts expire after May 1, 1950, shall be granted full participation in the new contract conference and the negotiations with the Continental Baking Co."

The 107 delegates attending the Dec. 5-6 meeting represented locals that have under contract 79 plants of the Continental Baking Co. employing approximately 5,386 members. By a roll-call vote, they recommended that each participating local union adopt the entire organizational structure of the Continental Baking division as outlined at the conference.

Herman Winter is president of the Bakery and Confectionery Workers International Union of America and William F. Schnitzler is general secretary-treasurer. Wesley Reedy is chairman of the Continental Baking division of the union and Louis Genuth is secretary.

Greenbug Infestation Serious in Parts of S.W.; Rain Needed

KANSAS CITY—Further need for moisture and infestation by greenbugs in Texas and Oklahoma commanded the attention of observers of the southwestern winter wheat crop last week.

Much moisture is needed in all sections of the Wheat Belt, for dry topsoil and high winds have resulted in soil blowing in western parts of the area. The greenbug situation is serious in important wheat-growing counties of Oklahoma and Texas, and government entomologists declare that gully-washing rains are needed to stem the tide of infestation.

Only light precipitation in the form of snow or rain occurred in the Southwest during the past week, but current five-day forecasts call for scattered thundershowers early this week. The latest state reports are:

Kansas: The wheat crop generally continued in satisfactory condition last week, with spring growth started in southern counties. Moisture supplies are adequate in eastern areas, but the remainder of the state, particularly central and southwestern counties, needs additional moisture. Limited soil blowing occurred in several central, south central and southwestern counties, causing some damage.

Oklahoma: The greenbug situation in Oklahoma has reached a critical point, according to entomologists from Oklahoma A. & M. College. The territory covered is now reaching from Kansas south to Red River and from Payne County to Woodward County. It has been observed the pest is worse in sandy soil. Spraying is futile unless carried on over a large area of the infested region. The past week has been favorable to field work. Surface moisture loss has been heavy on account of high winds, and erosion was reported in some of the western wheat counties.

Nebraska: Higher temperatures over the panhandle and southwestern part of the state resulted in much winter wheat coming out of the dormant stage, and the "greening up" process has begun. So far, moisture requirements of the wheat plant have been at a minimum, but when growth starts, water requirements will increase. Both surface and subsoil moisture are adequate for current needs except in the panhandle, where surface soil is very dry and moisture is needed to prevent wind erosion.

Texas: The High Plains wheat country continued dry, and rain is urgently needed in that area to check further deterioration. In the low rolling plains and northern Texas small grains were making good progress. However, greenbug infestations were spreading over some of that area.

—BREAD IN THE STAFF OF LIFE—

GRAIN WAREHOUSE POST TO GEORGELL DOUGLASS

KANSAS CITY—Georgell Douglass, for many years in charge of the Kansas State grain inspection office in Kansas City, has been appointed warehouse examiner of the warehouse division of the department, A. T. Emrie, chief grain inspector, announced last week. Mr. Douglass succeeds the late Scott S. Bateman. The new warehouse chief has been associated with the grain inspection bureau since 1919 and in the Kansas City office since 1934. Dorsey Underwood, of Atchison, Kansas, will succeed Mr. Douglass in charge of the Kansas City inspection work.

—BREAD IN THE STAFF OF LIFE—

VICTOR CHEMICAL DIVIDENDS

CHICAGO—The board of directors of Victor Chemical Works has declared a dividend of 87½¢ a share on the 3½% cumulative preferred shares of the corporation, to be paid March 31 to shareholders of record at the close of business March 21. At the same meeting a dividend of 45¢ a share was declared on the common shares of the corporation, payable March 27 to shareholders of record at the close of business March 17.

Sets Expensive Precedent

New 25c Coins Used to Commemorate Herman Fakler's Silver Anniversary

By JOHN CIPPERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—A man and not our beneficent Fair Deal Uncle Sam was giving away money here last Friday, March 3. His donations consisted of shiny new silver quarter dollars, accompanied by a captivating smile and an equally generous handshake.

Herman Fakler

The occasion was not a stunt dreamed up by a publicity man to ballyhoo a movie or radio show, or the caper of some eccentric slightly off his base.

The man giving away those shiny new quarters was none other than the estimable Herman Fakler, who, on that day, was celebrating 25 years with the Washington office of the Millers National Federation. His silver anniversary with the milling industry, appropriately characterized by the new two-bit pieces, reflected more than a mere count of years with this industry. It reflected years of intelligent and effective representation of the interests of the milling industry in its dealings with the federal government, years of service which have warranted his post as vice president of the federation here.

It is pleasing to report that responsibilities and cares of the years rest lightly on the genial Herman. No gray hairs can be noted and no deepening furrows are seen on the brow. One might construe this appraisal of Herman as an indication that these duties are somewhat less than onerous and exacting.

That is not the case, however. Herman's secret of fending off the ravages of time and responsibility must be attributed to his skill in organizing his work and his office. Like a good ball player, he makes the hard ones look easy.

Having had the pleasure and honor of being one of the recipients of one

Earl G. Johnson

PROMOTED—Earl G. Johnson, for the past four years plant superintendent of Lowenberg Bakery, Inc., has been elected secretary-treasurer of the company and a member of the board of directors, it was recently announced by A. W. Lowenberg, president and general manager. During the past four years the company has been undergoing a complete reorganization of its personnel and modernization of its plant. Vice president of the 75-year-old firm is John A. Lowenberg, who is in charge of sales. Walter F. Krambeck is office manager and assistant secretary, and Harold B. Goodwin is cashier and assistant treasurer.

of Herman's anniversary quarters, it now remains to hope that Herman will round out another 25-year service mark and that those who received the shiny two-bit pieces may be around when he carries on the precedent and distributes coins in observance of his 50-year mark.

Tradition has it that the 50th anniversary is golden.

But set aside this friendly warning of the precedent-setting nature of your coin-giving last Friday, Sir Fakler. Let not the problem of passing out $50 gold pieces years hence crease your brow or gray your locks. Your friends and associates will be fully honored and honor you in your everyday golden merit.

It is noted with some regret that further distribution of the Fakler commemorative two-bit piece ended Friday last, thereby foreclosing other applicants and probably saving Mr. Fakler a tidy sum of money.

—BREAD IS THE STAFF OF LIFE—

CLAY-LEAHY GRAIN FIRM QUITS BUSINESS MARCH 1

KANSAS CITY—One of the oldest grain commission firms in Kansas City, the Clay-Leahy Co., dissolved on March 1. J. F. Leahy and Frank B. Clay, partners in the firm, said they would retire from active commission business, although each will retain his Kansas City Board of Trade membership and maintain an office.

Mr. Leahy said that the dissolution of the firm was prompted by the extent of government operations in the grain business. As long as present conditions continue, he said, commission firms cannot withstand this competition, with available storage space usually filled with government owned grain.

Mr. Leahy entered the grain business in 1916 with E. E. Roahen Grain Co. and the present company was formed in 1920. Mr. Clay started his career with the Midland Elevator Co. in 1900 and became a member of the board of trade in 1908. He served as a director of the organization for several years.

Mr. Leahy was president of the National Federation of Cash Grain Commission Merchants in 1939 and president of the Kansas City Board of Trade the following year. He was chairman of the National Grain Trade Council in 1942.

—BREAD IS THE STAFF OF LIFE—

Grain Parities Unchanged in Mid-February

WASHINGTON — Almost all farm commodities held unchanged parity rates in the month ended Feb. 15, the U.S. Deparment of Agriculture reports. However, farmers received slightly higher prices for commodities.

The index of prices received by farmers in mid-February was 237% of the 1910-14 average, compared with 235% in mid-January and the record of 306% set in January, 1948.

The index of prices paid by farmers in mid-February was 248% of the 1910-14 average, compared with 249% a month earlier and the record of 262% set in July, 1948.

The February rise in the farm price level brought agricultural prices a little nearer the parity goal set by farm legislation. February farm prices were 96% of parity, compared with 94% in January and with a record of 122% set in October, 1946. Farm product prices increased nearly 1% in the month, the second consecutive month that they increased by that amount. Nevertheless, the general level of agricultural prices still is about 7% below a year ago and about 21.5% below the postwar peak.

Midmonth parities for selected commodities are shown in the following table, per bushel:

	Feb. 15, 1950	Jan. 15, 1950	Feb. 15, 1949
Wheat	$ 2.13	$ 2.13	$ 2.17
Corn	1.56	1.55	1.47
Oats	.914	.911	.978
Barley	1.42	1.42	1.53
Rye	1.83	1.85	1.76
Grain sorgh., cwt.	2.77	2.77	2.96
Soybeans	2.48	2.49	2.95
Flax	4.24	4.28	4.14

—BREAD IS THE STAFF OF LIFE—

OKLAHOMA CITY ELEVATOR PLANNED BY FARM GROUP

OKLAHOMA CITY—The Oklahoma Farmers Union is completing plans for the construction of a million-bushel grain elevator in Oklahoma City with construction to begin March 15. The project has been approved and actual construction will begin with the completion of an "emergency loan" from the Commodity Credit Corp.

The elevator has the approval and help of the Oklahoma City Chamber of Commerce, the mills and other interests. At present there are storage facilities in the state for 40,000,000-bu. of grain, 35,000,000 bu. of which are located in Enid.

Experts figure the state needs at least 60,000,000 bu. terminal storage.

It is expected the plant will be completed by harvest time. It will handle both wheat and corn, Z. H. Lawter, secretary of the Farmers' Union, said.

February Flour Production Shows Decrease from January Total

Flour mills reporting their production to The Northwestern Miller manufactured 13,005,375 sacks of flour during February. This is a decrease of 836,865 sacks from the January output. The same mills reported production of 14,215,675 sacks during February, 1949, or 1,210,300 more than for the past month. Two years ago the production for February was 14,718,217 and three years ago 15,999,566. Based on the Bureau of the Census production for December, the latest available, mills reporting to The Northwestern Miller in that month made 72.6% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in February, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 17,913,000 sacks.

During February, 11 durum manufacturing companies representing approximately 100% of the total durum production in the U.S. made 826,018 sacks of durum production, an increase of 61,323 over the production for January and 8,647 sacks over the production for February, 1949.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	February 1950	*Previous month	February 1949	February 1948	February 1947
Northwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Southwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Central and Southeast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
North Pacific Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	14,215,675	14,718,217	15,999,566
Percentage of total U.S. output	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Total Monthly Production of Durum Products

	February 1950	*Previous month	February 1949	February 1948	February 1947
11 companies	826,018	764,695	817,371	[illegible]	[illegible]

*Revised.

Acceptance of Brown 'n Serve Grows, General Mills Reports

MINNEAPOLIS—Taking stock of Brown 'n Serve four months after its release to the bakery trade, General Mills, Inc., reports that acceptance of the process is so strong that it is fast spreading to foreign countries.

Bakers in Mexico and Canada have joined their American tradesmen in offering the product which is finished in the home. Others in Puerto Rico, New Zealand, Australia and England have made inquiry. There are indications that Brown 'n Serve rolls will soon be offered in Holland, South Africa and Norway as well.

G. Cullen Thomas, vice president in charge of products control; E. L. Schujahn, manager of general flour sales, and Ralph Herman, in charge of bakery sales service, all agreed the Brown 'n Serve record to date is one of overwhelming acceptance.

"It is no overstatement to say that Brown 'n Serve has spread like a prairie fire," Mr. Thomas said. "In four short months Brown 'n Serve products have won acceptance from bakers in every state in the union."

Big Part of Volume

Mr. Schujahn pointed out that in many areas Brown 'n Serve volume is a substantial, and in some instances a dominant part of the baker's sales volume.

"It is our belief that Brown 'n Serve has done something for the milling and bakery industries that we have sought to accomplish for a long time," he said. "We hope it will permanently boost the per capita consumption of flour in this country."

There is little evidence that Brown 'n Serve has appreciably disturbed existing bakery trade, and there is every indication that it has boosted total sales, Mr. Schujahn said. He expressed hope that the industry would continue to maintain plus quality on Brown 'n Serve products and to offer them in attractive, sanitary packages. This will mean that new customers will become steady customers, he added.

Mr. Herman paid tribute to the bakery trade publications for carrying the message of Brown 'n Serve to the industry rapidly and efficiently.

"Much of the credit for the immediate success of this revolutionary process is due to the trade publications and also to the concentrated advertising on the part of the bakery trade and our company," he said.

"The test of any new product is not in its initial sale, but in the answer to the question of whether the customer will come back—whether he will repeat. It is encouraging to know that Brown 'n Serve is holding its initial business level and is repeating and building wherever it is marketed aggressively."

General Mills, which perfected the process and gave it to the bakery trade in November, 1949, reports that in four months it has distributed to bakers more than 26 million printed instruction inserts to be included with Brown 'n Serve packages. It is estimated that another 15 million inserts have been printed by individuals.

Manufacturers of cellulose paper and cardboard containers, both used in merchandising Brown 'n Serve products, reported an unprecedented "run" on their merchandise, General Mills said, and two large producers of cellulose products have been hard pressed to keep up with demand.

MORE TROUBLES: NO SLEEP FOR MR. BRANNAN

WASHINGTON—Charles F. Brannan, secretary of agriculture, is having troubles these days from other quarters than Congress and the American Farm Bureau Federation.

"I have an unlisted telephone number," Mr. Brannan said recently, "but some stew has learned the number. Every night after I have gone to bed, the phone rings and this stew asks, with a lot of profanity, 'How about those potatoes and eggs?' I have asked to have the calls traced."

CCC Storage Expansion in Southwest

90-MILLION-BUSHEL INCREASE IN BIN CAPACITY ANNOUNCED

CCC Says Part of Space Urgently Needed for Southwest Sorghum Crop—Take-Over of Small Grains This Spring Estimated at 450 Million Bushels

WASHINGTON—Commodity Credit Corp. officials have announced planned contract awards for an additional 90 million bushels of so-called temporary bin storage, including space reported urgently needed in Texas and Oklahoma.

This additional temporary space is the estimated minimum required over and above the amount of permanent storage offered to the government by cooperative and proprietary warehousemen at regional CCC meetings Feb. 17.

The government said it was found that new storage is immediately and urgently required to house an anticipated heavy grain sorghum crop in Texas, Oklahoma and Kansas and corn subject to Angoumois moth infestation.

Additional temporary bin-type storage is expected to be needed later this year in southern Minnesota and South Dakota where corn storage facilities are reported inadequate.

On a national basis the government estimates that it will take over approximately 450 million bushels of wheat and other small grains this spring. Of this quantity, 145 million bushels are reported held in farm storage while an additional 305 million bushels are in commercial warehouses.

Available Storage

Following the conferences with the trade, the government reported that, to meet this situation, it had been offered on a firm basis 162 million bushels of commercial storage. The government also said it has tentative offers of an additional 132 million bushels of space. And, officials said, the government has available about 40 million bushels of presently unoccupied storage in facilities owned by the government.

With procurement of the additional 90 million bushels of space the CCC will have in total approximately 475 million bushels of space—more than the total warehouse capacity of the proprietary and cooperative terminal elevators.

Meetings Summarized

The U.S. Department of Agriculture summary of reports from the regional storage meetings held Feb. 17 follows:

Portland (Oregon, Washington, Idaho)—Expect CCC will take over about 43 million bushels. The trade has listed "positive" availability of about 20 million bushels.

San Francisco (California, Arizona, Nevada and Utah)—Expect CCC to take over about 17 million bushels. The trade has listed "positive" availability of about 8.5 million bushels.

New York (New England states, New York, Delaware, Maryland, New Jersey, Pennsylvania and West Virginia) — Expect CCC to take over about 4 million bushels. The trade has listed "positive" availability of about 17 million bushels.

Atlanta (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia)—Expect CCC to take over about 3 million bushels. The trade has listed "positive" availability of about 600,000 bushels.

Minneapolis (Minnesota, Montana, North Dakota, South Dakota, and Wisconsin)—Expect CCC to take over about 56 million bushels. Trade has reported "positive" availability of about 32 million bushels of space.

Chicago (Illinois, Indiana, Iowa, Michigan and Ohio)—Expect CCC to take over about 41 million bushels. Trade reported "positive" availability of about 18.5 million bushels. Trouble expected in handling Angoumois moth corn in this area.

Grain Movement the Key

Kansas City (Kansas, Colorado, Missouri, Nebraska and Wyoming)—Expect CCC to take over about 140 million bushels. Trade has reported "positive" availability of about 29.5 million bushels. Extent of over-all storage problem will depend partly upon how much grain will move out of the area. There are about 22 million bushels of grain sorghums in this area.

Dallas (Texas, Arkansas, Louisiana, New Mexico and Oklahoma)—Expect CCC to take over about 146 million bushels. "Positive" availability put at about 36 million bushels (estimated on incomplete reports from the trade). Feb. 17 conference agreed emergency storage program would be needed. Special emphasis on grain sorghum problem. Now about 53 million bushels of grain sorghums under loan and purchase agreement programs in the area, and it is estimated that practically all will be turned over to CCC.

—GOOD IS THE STAFF OF LIFE—

CHICAGO Q.M. REPORTS MARCH 6 FLOUR BUYING

CHICAGO—The Chicago Quartermaster Purchasing Office announced March 6 the following purchases of enriched hard wheat flour for the army:

1,350 sacks at $4.75, papers, International Milling Co., Minneapolis, to Fort Riley, Kansas.

695 sacks at $4.88, papers, Crowther Bros. Milling Co., Malad, Idaho, to March Field, Cal.

1,500 sacks at $5.03, papers, Pillsbury Mills, Inc., Minneapolis, to San Antonio, Texas.

600 sacks at $4.89, papers, Pillsbury Mills, Inc., to Oildom, Texas.

1,929 sacks at $4.85, papers, Crowther Bros. Milling Co., to Ft. Lewis, Wash.

600 sacks at $4.78, papers, Crowther Bros. Milling Co., to Ft. Francis E. Warrren, Wyo.

600 sacks at $4.85, papers, Crowther Bros. Milling Co., to Seattle.

910 sacks at $5.06, papers, Pillsbury Mills, Inc., to Cadet, Texas.

N.Y. Food Chains Subpoenaed in Bread Price Probe

NEW YORK—Subpoenas have been served on 11 food chains of this city calling for full records relative to all transactions with baking companies, James H. Sheils, investigation commissioner, announced March 6. Records of the chain stores from March 1, 1949, to March 1, 1950, must be presented by March 10.

This action was taken by the commissioner in connection with his current investigation into bread pricing of stores and bakeries. In making the announcement, he stated that "our investigation to date leads us to believe that certain major baking companies are baking and selling to chain stores special brand breads," and he declared that it appears these are priced lower per loaf than "the bakers' own product of equivalent weight."

The commissioner stated that he desired data on discounts and price adjustments or rebates. He said he was particularly interested "to learn if the chain stores get any special rebates for handling the bread in bulk."

The subpoenas were served on the Great Atlantic & Pacific Tea Co.; Griatede Bros.; Grand Union Tea Co.; H. C. Bohack Co., Inc.; Thomas Roulston, Inc.; Peter Reeves Markets, Inc.; Food Fair Stores, Inc.; Safeway Stores, Inc.; Diamond "K" Markets; Big Bear Food Stores, Inc., and the King Kullen Grocery Co., Inc.

Protection from Competition of Government Storage Requested

WASHINGTON — Grain trade spokesmen this week asked for formal assurance that the huge government storage facilities will be withdrawn from competition with proprietary and cooperative warehouses when the storage emergency ends or when commercial warehousemen can extend their facilities to handle expected grain crops. The trade called on Congress to write the assurance into the Commodity Credit Corp. charter.

At the same time, spokesmen for terminal commission merchants continued their appeal for consideration, claiming that they could, with their experienced organizations, expedite the movement of CCC-owned grain in the interest of both the government and the country shippers.

The broad pattern of the warehouse trade's recommendation to Congress in connection with the CCC charter was made by William F. Brooks, executive secretary of the National Grain Trade Council. He was followed by Walter Scott, executive vice president of the Kansas City Board of Trade who submitted a detailed position of Southwestern warehousemen in regard to government activities.

Mr. Brooks pointed out that the presently owned and planned government grain storage amounts to some 475 million bushels. And he told the House Banking and Currency Committee that this is more than the entire commercial terminal storage space now owned by cooperative and proprietary operators. It is the size of these operations which causes warehousemen to fear competition when crops may be greatly reduced.

As the need for government plants is reduced, Mr. Brooks told the committee, they should be taken mandatorily out of competition with present warehouses. While the government says these facilities are temporary to meet an emergency, Mr. Brooks noted the rather permanent character of many of the sites. He said facilities were erected on long term leases with options to purchase the land, and he noted the permanent nature of the plant foundations.

In this connection, Congressman Clinton D. McKinnon, (D., Cal.) questioned Mr. Brooks about comparative costs of storing grains in commercial warehouses and the government's temporary bins. He elicited the information on the period of amortization the government had set up, and he left the impression that he believed the government was entitled to use its temporary storage until it had covered its amortization program.

Mr. Brooks said that it was difficult to isolate government costs which might normally be charged against a warehouse operation by a commercial operator and also that the government had a cancellation clause in its leases which would permit it to get out of any area where temporary storage was no longer necessary.

Mr. Brooks acknowledged the prospect of new cooperation between the trade and CCC officials growing out of the recent trade-government meeting on storage problems on the Pacific Coast. At that meeting it was decided to establish permanent trade-governmental committees to keep a running account of storage availabilities and requirements so that commercial warehousemen would know the extent of government plans. One of the trade's complaints has been the failure of the government to make its plans known and to consult with the trade on requirements on a regional basis.

After Congressman A. S. Monroney (D., Okla.) intimated that commercial warehousemen had failed to meet producers' grain storage needs and that wheat stored on the ground had

IWA Plan for Japan, Germany Set

Subsidy Rates Under Wheat Agreement

(In Cents)

	Feb. 28			March 1			March 2			March 3			March 6		
	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)	(1)	(2)	(3)
East Coast Ports—															
To all destinations	44	43	23	44	43	23	44	43	23	44	43	23	46	47	27
West Coast Ports—															
To all destinations	44	43	23	42	43	23	42	43	23	42	43	23	42	44	24
Gulf Coast Ports—															
To all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands	47	46	26	48	48	28	48	48	28	48	48	28	49	49	29
Far East and adjacent areas	46	46	26	46	46	26	46	46	26	46	46	26	47	48	28
Latin American, West Indies and Mexico	44	42	22	44	44	24	44	44	24	44	44	24	45	46	26

(1) February-April. (2) May 1-June 10. (3) June 11-July 31.

created financial losses running into millions of dollars, Walter Scott challenged the statement. Primarily the storage of wheat on the ground is not new and does not result in loss, Mr. Scott explained.

Commercial Growth Cited

In regard to commercial warehouse storage expansion, he stated that in the area bounded by Omaha and Fort Worth terminal facilities had been expanded from 202 million bushels in 1945 to 252 million at present. Likewise, he said, operators of country stations responded to storage needs, and in Kansas, country storage increased in the same period from 22.3 million to 45.7 million bushels. In Oklahoma country warehousemen expanded their plants from a capacity of 15.5 million bushels to 34.4 million.

The failure of terminals to expand their operation even with the incentive nature of the government guarantees of occupancy was due to the broad expansion of country and subterminal storage plants, Mr. Scott declared.

He said that if the government insisted on erecting tank type storage it should do so at the farm level and not concentrate large tank farms with a warehousing potential that threatened to destroy established grain merchants. He charged that the government had not consulted with the trade in areas where it believed additional storage was needed. Had CCC done so, Mr. Scott asserted, the trade would have responded with adequate facilities.

Mr. Scott asked the committee to determine that there is no longer any need for more permanent type storage and that it is wrong for the government to encourage private investors to overbuild even at the expense of a government occupancy storage guarantee.

Mr. Scott declared that the house committee should amend the CCC charter to deprive CCC of the authority to own or finance any type of permanent grain storage facilities.

Continuing the case of the terminal commission merchants who have requested that CCC pay them for their work on behalf of the country shippers in movement of CCC-owned grain, Edmund Marshall, vice president of the Shannon Grain Co. of Kansas City, and Eugene E. Klecan, president of the Klecan Grain Co. of the same city, insisted that the house committee stop the arbitrary exclusion of this segment of the grain trade from participation in the movement of CCC-owned grain. They recited further evidence of delay on the part of CCC in remitting to country shippers and of failure to report to shippers outturn weights and grades months after the grain had been ordered out of country houses.

Mill Survey Shows Open Storage of 12 Million Bushels

CHICAGO — Milling companies which reported to the Millers National Federation have a 12-million-bushel balance of open grain storage space available to the Commodity Credit Corp. or others, a MNF survey indicates.

The MNF tabulation, as submitted to the CCC recently, showed that mill-owned storage capacity which can be devoted to public use amounts to 60,198,955 bu. At present there is stored in this capacity nonmill owned grain in the amount of 48,175,879 bu. Thus, the federation notes, there is a balance of open space amounting to 12,023,076 bu.

The summary was compiled from data sent in by millers in response to a federation request and was presented to CCC in unidentified form as far as individual companies are concerned.

134 Firms Report

MNF received reports from 134 milling companies which have a daily flour milling capacity of 774,412 sacks. In order to avoid duplication of information supplied to the Terminal Elevator Grain Merchants Assn., the federation asked millers not to report their data if it had already been reported to the terminal elevator group.

Of the 134 milling companies reporting to the federation, five said they had reported to that group. The flour milling capacity of these companies is 48,900 sacks. These five companies are included in the total number of 134 reporting companies and their milling capacity is included in the total milling capacity for the group. However, their grain storage space figures are not included in the federation's composition tabulation.

"The amount by which the available open space of some 12 million bushels can be increased depends of course upon the movement into consumption and export of the quantity of grain now held in storage," the federation notes.

"Additional space which could be made available for short-term periods, but with limitation as to term of contract, is indicated by our data to amount to 13,264,500 bu.

"While our survey indicates the quantity of space owned by the reporting mills which is available for public storage, the federation has no information as to what space may have been actually offered to CCC direct by any of the milling companies."

CANADA, U.S. JOIN FORCES TO GAIN COUNCIL APPROVAL

New U.S. Quota Would Be 235 Million Bushels If Terms of Ottawa Agreement Are Accepted; Canadian Figure Also Would Get Boost

WASHINGTON—Canada and the U.S. appear to have joined in a common front to press for the approval by the International Wheat Council later this month the accession of Germany and Japan as members of the International Wheat Agreement.

Under terms of Canadian-U.S. understanding the Canadian guaranteed export quota would be increased from its present level of 203 million bushels to 230 million. At the same time the Australian quota would be increased by 5 million bushels to 85 million and the U.S. would be given a new annual export quota guarantee of approximately 235 million.

These quota increases represent a redistribution among the major exporters of the probable quotas of 70 and 30 million bushels annually which will be assigned to Germany and Japan, respectively.

While the concord of the U.S. and Canadian officials achieved last week in a meeting at Ottawa between the Canadian ministers and Charles F. Brannan, U.S. secretary of agriculture, and his aides has been heralded as guaranteeing the approval of the accession of these newcomers to the wheat pact, the attitude of the U.K. is yet to be ascertained. Until it is foreseen that U.K. wheat supplies from sterling areas is assured it is by no means certain that the wheat council will confirm the Ottawa agreement.

However, if the Ottawa concord contains a provision that the German and Japanese quotas are to be quietly earmarked for the U.S. with an understanding that Australia will not be permitted to make other than allotted sales to Japan or Germany, then it is possible that the U.K. would give its approval. The U.K., in a drive for independence from the dollar area for supplies of all kinds, needs insurance of continuing supplies of wheat from the sterling areas unless it is to be driven back into the U.S. dollar market for bread cereals on a large scale.

If any agreement to allot export and import quotas under the wheat pact has been approved or is contemplated it is seen as a violation of the multilateral aspects of the agreement. Advocates of the agreement saw in it the basis for broad multilateral trading, and any quota system within its structure or allotment procedure is seen clearly as a bilateral approach. Such an alteration of its original intent could be expected to undermine the whole document.

No matter how the German-Japanese accession to the pact turns out this year it is believed that next year the pact will undergo its most serious test, with strong prospects that it will break down completely. Major importers are questioning the price attitude of the exporters and see little sense in the maximum-minimum price range unless prices are permitted to move freely within that range.

During the period of Feb. 21-28 the CCC confirmed sales of 490,998 sacks of flour and 3,331,304 bu. wheat under the IWA. Principal buyers were the U.K., Netherlands, Italy and Belgium. (See table on page 72.)

Export Flour Buying Interest Light; U.K. Still Asks Bids

Export flour interest is particularly light, with both European and Latin American buying scarce and consisting of scattered small lots.

British buyers took some soft wheat flour at eastern seaboard points and may also have booked a moderate small amount of hard wheat flour from that area. Nothing has been done at Gulf Ports, however.

The soft wheat purchases were reported to be at a level of $3.65, 140-lb. jutes, Baltimore. Mills have been asked to continue their quotations each day to their British agents, and the inference is that some hard wheat flour will be bought at the Gulf soon. The U.K. Ministry of Food may have delayed purchases because of the stronger markets.

Netherlands East Indies was in the market for an estimated 80,000 to 100,000 sacks of hard and soft wheat flour this week. Some lots were reported booked on a basis of $4.30 in 50-lb. osnaburgs, Gulf, for flour of .52% ash specification.

Norway took small lots of a few hundred sacks during the past week on a basis of $4.25@4.28 in 140-lb. jutes, Gulf.

Great dullness marked the Latin American area. There are only a few countries which have not exhausted their IWA quotas, and in addition the matter of dollar exchange again is making trade too difficult in some countries. The U.S. Department of Agriculture announced that Ecuador's additional quota has been filled, sales quickly absorbing in a few days the extra allotment granted last week.

Some sales were made to Cuba in the past week, largely to catch the March 17 date for the last boat leaving under the temporary reduced ocean rates to the island. Now it is too late to reach port by that date, and all business has ceased. It is expected in some quarters that another extension of the rate reduction will be announced, but nothing definite has been done so far.

GENERAL, SHORT-TERM BUYING BOOSTS FLOUR SALES VOLUME

Price Reductions Bring in Increased Business for Spring Wheat Mills; Southwestern Total Up Slightly

Larger sales of flour are reported, resulting principally from heavy eastern buying of spring wheat flours at reduced prices last week. The intensive campaign put on by spring wheat milling concerns with plants at Buffalo put a damper on sales of hard winters, although a slightly higher sales average also is reported from the Southwest. Although the volume of business transacted last week was the largest for several weeks, the buying did not indicate any change in the bakers' apparent intention to keep their bookings on a relatively near-by basis. Many buyers participated, but few booked for more than 30 days ahead.

EXPORT BUYING OFF; BRITISH ASK OFFERS

Export flour buying subsided last week after purchases of fair amounts by the Quartermaster, Italy and Cuba. British agents sought quotations on maximum .46% ash, 10.5% protein flour for April shipment. Bookings were not made immediately since mills could not quote on a basis agreeable to the buyers. The report that Brazil is inquiring for flour was circulated again last week, with the additional report that $1,750,000 is available for the procurement. However, no further developments were noted. It is expected that the British buying will be completed this week. Other prospects are for purchase of 30,000 sacks by Jamaica and 75,000 to 100,000 sacks by the Indonesian government.

SPRING MILLS SELL 158% OF CAPACITY

Sales by spring wheat mills increased to 158% of capacity last week, compared with 108% the previous week and 61% a year ago. The boost was largely stimulated by a price reduction of 20@25¢ sack. Orders were placed by a large number of buyers, with few individual bookings made for more than 30-day needs. The opportunity to buy at lower levels arrived just as many bakers were reaching the end of their order backlogs. Prices were revised upward after two days of heavy selling, although quotations March 6 remained below the levels of a week earlier. New family flour sales were nil, but directions were brisk during part of the week. Production and shipments from mills declined.

SOUTHWESTERN SALES GAIN ONLY SLIGHTLY

Sales by mills in the Southwest averaged 47% of capacity last week, compared with 44% the previous week and 12% a year ago. The heavy buying of spring wheat flour cut into sales prospects for southwestern mills as it was reported that many buyers who were preparing to book winter wheat flour switched to spring because of the price concessions made. Two major purchasers of southwestern flour switched to a price-date-of-shipment basis, with buyers and sellers agreeing that the arrangements will be favorable for all concerned. Very few sales were made outside of this category. An eastern chain bought a few lots of 10,000 to 25,000 sacks. Family flour sales slumped.

BUSINESS SLOW IN CENTRAL STATES

Sales averaged very low at Chicago last week. Bakers maintained their hand-to-mouth buying activity as mills cut operations because of limited coal supplies. Family flour business was active early in the week, with substantial bookings made. Trade slowed down considerably later. Directions were fair to good. At St. Louis, mills report new business slow but shipping directions good on old orders. Other central states mills sold only immediate shipment quantities. A number of resting orders have been placed, but mills were unable to accept them because of the low prices specified.

SPRING SALES EXPAND IN EAST

Spring wheat flour sales expanded materially in the metropolitan New York area after price reductions of 20@25¢ sack were posted. Bakers replenished their diminishing stocks as the price break occurred for many operators just as they had practically exhausted their contracts. Orders were not in large units, but the large number of them produced a good total. Most of the flour is expected to be ordered out in 30 days, although some of it was ordered for 120-day shipment. The spurt in business was noted at Buffalo, where most of the the spring flour for eastern cities is milled.

Demand for flour has not improved at Philadelphia. Although larger bakers are showing an interest in replenishing stocks, their price ideas are below current quotations. It is considered possible that the hand-to-mouth buying may continue for some time. Increased unemployment because of the coal strike hurt bakery goods sales. Business continued quiet at Boston, with only fill-in lots purchased despite some mill price concessions.

Price reductions on spring wheat flour failed to stimulate buying beyond nearby requirements, and the larger sales volume reported at Pittsburgh was attributed to more widespread purchasing of small amounts. Better business is predicted now that the miners are back at work.

SALES IMPROVEMENT REPORTED IN SOUTH

Improved flour sales were reported in the South. Buyers at New Orleans booked replacement lots, with hard winters getting the greatest portion of the business but demand also improved for springs. A few sales were made for first half of April shipment. Soft winters moved in larger quantities to cracker and cookie bakers, but cake types were in poor demand as a result of decreased sales of cakes. Shipping directions improved slightly.

PACIFIC NORTHWEST TRADE LIMITED

Hopes for an expansion of export business to the Philippines were dampened last week when that nation's government announced prohibited establishment of credit for flour purchases. Quotas are to be established on imports, and until the system is worked no flour sales will be permitted. It is expected that higher priced stocks already in the islands will be worked off before new shipments will be allowed. Domestic demand was reported slow at both Portland and Seattle.

FLOUR PRODUCTION SHOWS INCREASE

Flour production shows an increase of 39,022 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 72.6% of the total flour production in the U.S. during November, the latest month for which census figures are available, amounting to 3,296,676 sacks compared with 3,257,654 in the previous week and 3,387,103 in the corresponding week of a year ago. Two years ago the figure was 3,260,336 and three years ago 4,044,934 sacks. There was an increase of 5,000 sacks in the flour production of the Southwest, 17,000 in Buffalo and 26,000 in the Central and Southeast while production decreased 497 sacks in the Northwest and 8,000 in the North Pacific Coast.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 86.

Semolina Buying Only Moderate Despite Gain in Macaroni Sales

Buying of semolina and durum granulars continues rather limited, with macaroni and noodle manufacturers disinterested in extending their order backlogs even in view of an expanded demand for their psoducts.

Most manufacturers are estimated to have orders for 30 to 60 days in advance and apparently have sufficient semolina on hand to meet production requirements. Although shipping directions are fair, a number of concerns have been asking to have shipments further deferred.

Eastern trade sources say that wholesale grocers have been ordering macaroni and noodles at a heavier rate to satisfy expanded consumer purchasing during the Lenten season.

Premiums for fancy milling quality durum wheat held about steady as the basic May future advanced during the past week. Premiums early this week were about 12@13¢ over the future. Quotations on standard semolina March 6 were maintained at $5.85@5.90 sack, bulk, Minneapolis.

Production declined last week as compared with the previous week but still represented better than 75% of milling capacity, compared with 70% last year at this time.

Durum wheat prices delivered at Minneapolis, March 4, were as follows:

Fancy 1 Hd. Amb. or better	[illegible]
Choice 1 Amber or better	[illegible]
Choice 2 Amber or better	[illegible]
Medium 1 Durum or better	[illegible]
Medium 2 Durum or better	[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks with comparisons; percentages of capacity based on six-day week:

	No. mills	6-day wk. capacity	Wkly. production	% of capacity
Feb. 26-Mar. 3	[illegible]	[illegible]	[illegible]	[illegible]
Prev. week	[illegible]	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]	[illegible]

	Crop year production
July 1, 1949-March 3, 1950	[illegible]
July 1, 1948-March 5, 1949	[illegible]

MILLFEEDS CONTINUE STEADY PRICE CLIMB

Good Demand from Formula Feed Industry Noted; Prices Quoted $1@1.50 Higher

Millfeed markets continue to respond to the brisk demand from the formula feed industry and somewhat reduced production. Bran is quoted $1 ton higher early this week, and red dog is up $1.50. Some interest is displayed in future bookings, but these are available only at a premium over current quotations.

A better volume of formula feed sales was reported in the Northwest this week, including considerable forward booking of chick mashes, turkey and poultry feeds.

The forward booking, including orders for as much as 60 days ahead, marked the start of dealer preparations for a heavier feed demand in the spring months. Firmness in ingredient markets helped to stimulate buying activity.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 206.5 as of Feb. 28, up 3.5 points for the week. The feed grain index was 185.6, down 1.5 points.

Dairy feed business did not expand to the same extent as sales of other types of feed, but the volume remained fair. Hog feed sales still are slow, although a pick-up is forecast in about another month when farrowings will be at a peak.

Turkey production is estimated by some feed manufacturers about 10% larger than last year in the Northwest, and already considerable tonnage of feed has been booked.

Although production of formula feed in the Southwest is good, sales last week were only fair and were confined to immediate needs of producers and dealers. Meanwhile prices advanced due to upturns in millfeed, corn and protein concentrates.

Production at mills in the area averages five days. Some plants at times were forced to work into Saturday, but generally shipments could be accomplished within the five-day week. Lack of boxcars at some points created a shipping problem, especially along roads which service Kansas.

Millfeed production by mills, in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 50,037 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 49,468 tons in the week previous and 49,889 tons in a similar period a year ago. Crop year production to date totals 1,790,867 tons as compared with 2,000,982 tons in the corresponding period a year ago.

Wheat Futures Respond to Adverse Crop News

Greenbug Infestation, Lack of Moisture in Southwest Noted; Cash Premiums Off at K.C.

Wheat futures prices are generally higher this week as major markets responded to reports of heavy infestation of greenbugs in sections of the Southwest and a continued lack of sufficient moisture in the winter wheat area. Cash wheat prices receded at Kansas City as premiums were cut sharply. At Minneapolis, cash markets were relatively firm. Futures quotations advanced as much as 6¢ bu. during the past week, that gain recorded on the July delivery at Kansas City. All Chicago futures are up 3@4¢ bu., and Minneapolis quotations gained 3½@5¢ during the week.

Closing quotations for wheat futures at leading markets March 6 were: Chicago—March $2.24¼, May $2.17⅛@2.17¼, July $1.97⅝, September $1.98, December $2.00¼; Minneapolis—May $2.21⅝@2.21¾, July $2.15¼, September $2.02¼; Kansas City—March $2.22, May $2.14, July $1.95¼, September $1.95⅝.

Export Trade Lags

Outside of the adverse weather reports from the Southwest, there was little bullish market news during the past week. Export sales of wheat and flour were not large, although a cargo of soft red wheat was reported sold to the U.K. and another cargo of hard winter wheat was taken by Holland from the Gulf. Italian wheat buying apparently was indefinitely postponed.

The smaller amount of wheat pledged under the purchase agreement program in relation to the amount under loan this year has bolstered the arguments of some observers who believe that a rather severe pinch in free wheat supplies is likely this spring. Purchase agreement wheat, it is pointed out, can be attracted to the market at prices slightly above the loan, whereas loan wheat liquidation becomes possible only at the loan rate plus accumulated charges.

The government last week published its March price list on surplus grains, including wheat. The basis posted, considerably higher than the current cash market, is regarded as a probable ceiling on price levels, having no market significance beyond this at the moment.

Supplies of wheat for export or carry-over in the four principal exporting countries (U.S., Canada, Argentina and Australia) March 1 totaled around 960 million bushels, or about 100 million more than a year earlier and over 200 million more than two years ago. March 1 supplies were larger than a year ago in all countries with the exception of Canada, where exports were above last year. Total supplies for the 1949-50 season totaled a little over 2.4 billion bushels, a drop of 45 million from the 1948-49 season. Exports of wheat, including flour in grain equivalent, from these countries for the marketing season to Feb. 28 totaled a little over 385 million bushels. This is a drop of over 125 million bushels from the same period last year. Exports from the U.S. thus far this season have been about 135 million bushels, below last year's record high, while Canadian exports have been about 15 million bushels larger.

With the exception of flaxseed and soybeans, which were slightly lower, parity prices for February were the same as in January.

Premiums Steady

Premiums on cash wheat ruled steady in the Northwest. Receipts were light, with only 794 at Minneapolis and 883 at Duluth. Increased flour sales brought about a good mill demand, and day-to-day offerings were well taken. Ordinary protein No. 1 dark northern spring wheat was still quoted at 4@5¢ over the Minneapolis May price. Twelve per cent protein was quoted at 6@8¢ over, 13% protein 7@10¢, 14% protein 11 to 14¢, 15% protein 15@18¢ and 16% protein 19@23¢. Buying interest in to-arrive lots was also good, and to-arrive bids were mostly up to the full spot market. Average protein content of the hard red spring wheat tested during the week at Minneapolis was 14% and the durum 12.97%.

The cash durum market, on the other hand, leaned a little toward the easy side. Receipts were only light to moderate, but the demand was scattered and selective. No. 1 and 2 hard amber durum, fancy milling quality, was quoted at 11@12¢ over the May price; No. 1 and 2 amber durum, choice milling quality, 6@10¢ over, and No. 1 and 2 durum, medium milling quality, 1@8¢ over. No. 1 red durum was nominally called 8¢ under the May.

The following table shows the approximate range of cash spring wheat values at Minneapolis March 4:

For Dry Sound Wheat

1 DNS or NS 58 lb.	$2.24@2.26
12.00% Protein	2.27@2.29
13.00% Protein	2.28@2.31
14.00% Protein	2.32@2.35
15.00% Protein	2.38@2.39
16.00% Protein	2.40@2.44

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 56 lb.
Damage—1¢ each 1 to 5% over 2%.

K. C. Premiums Drop

While cash premiums slumped severely, the basic May future rose to new heights, and resulting cash wheat prices at Kansas City remained on fairly even grounds. The setback in premiums was a steady, determined decline of ½@1¢ daily and averaged 4@5¢ for the week. Meanwhile, the May future reached a record high for the year of $2.14, Kansas City. The week's low was $2.08⅝ Feb. 27. Ordinary premiums for No. 1 dark and hard winter wheat dropped from 15@17½¢ over to 11½@13½¢ over March 6. 12% protein declined to 11½@14¢ over and 13% protein went from 15@20¢ over to 11½@15¢ over. Receipts were more than ample to satisfy the only fair demand. Only a few mills made purchases last week.

The following table shows the approximate range of cash wheat prices at Kansas City, March 4, protein content considered:

No. 1 Dark and Hard	$2.23⅝@2.34
No. 2 Dark and Hard	2.22⅝@2.33½
No. 3 Dark and Hard	2.18⅝@2.31½
No. 4 Dark and Hard	2.16⅝@2.29⅝
No. 1 Red	2.25⅝@2.34
No. 2 Red	2.24⅝@2.29⅝
No. 3 Red	2.22⅝@2.27½
No. 4 Red	2.20⅝@2.25½

At Fort Worth ordinary No. 1 hard winter wheat was reported selling March 6 at $2.45@2.46, delivered Texas common points, with 13% protein at 1¢ premium. Offerings are light, with export demand good and mill buying slow.

Current Flour Production

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	Feb. 26-March 4, 1950	*Previous week	Feb. 27-March 5, 1949	Feb. 29-March 6, 1948	March 2-8, 1947
Northwest	720,771	727,260	755,612	754,610	1,106,708
Southwest	1,244,275	1,228,466	1,335,847	1,222,619	1,496,352
Buffalo	445,164	427,756	487,186	494,802	387,574
Central and Southeast	505,057	542,479	506,262	582,722	415,686
North Pacific Coast	211,409	220,082	286,829	195,261	388,729
Totals	3,206,676	3,257,854	3,347,181	3,260,336	4,044,834
Percentage of total U.S. output	72.5	73.4	68	67	71

*Revised.

	Percentage of capacity operated in 6-day week: Feb. 26-March 4, 1950	Previous week	Feb. 27-March 5, 1949	Feb. 29-March 6, 1948	March 2-8, 1947	Crop year flour production July 1 to: March 4, 1950	March 5, 1949
Northwest	71	73	67	70	109	24,819,343	28,734,334
Southwest	78	76	83	78	106	42,484,817	52,628,681
Buffalo	89	87	82	82	66	18,932,079	19,271,859
Central and S.E.	73	79	72	69	78	18,190,511	20,088,961
No. Pacific Coast	58	57	74	51	114	9,706,276	12,236,611
Totals	74	74	76	78	91	114,133,426	131,342,646

SOUTHWEST

Kansas City

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	464,720	325,456	66
Previous week	464,720	306,452	71
Year ago	464,720	343,099	84
Two years ago	376,824	291,201	77
Five-year average			62
Ten-year average			75

Wichita

	6-day week capacity	Flour output	% activity
Feb. 26-Mar. 4	116,600	83,700	72
Previous week	114,806	86,137	73
Year ago	118,800	91,447	77
Two years ago	118,800	79,082	67
Five-year average			76
Ten-year average			72

Salina

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	100,200	63,155	63
Previous week	100,200	74,148	74
Year ago	100,200	61,883	65
Two years ago	100,200	74,000	74
Five-year average			78
Ten-year average			80

55 Representative Mills Outside of Kansas City, Wichita and Salina

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	1,001,160	751,257	75
Previous week	1,001,160	774,583	77
Year ago	1,031,609	613,464	61
Two years ago	938,240	747,724	81
Five-year average			79
Ten-year average			75

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	780,114	504,057	73
Previous week	780,111	542,479	79
Year ago	756,841	568,262	72
Two years ago	724,356	582,722	67
Five-year average			67
Ten-year average			64

NORTHWEST

Minneapolis

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	341,346	259,133	68
Previous week	331,346	*263,415	79
Year ago	374,940	253,126	66
Two years ago	378,880	287,826	72
Five-year average			76
Ten-year average			66

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	644,400	467,638	73
Previous week	644,400	*463,468	72
Year ago	682,300	450,316	66
Two years ago	668,500	446,889	67
Five-year average			68
Ten-year average			60

*Revised.

BUFFALO

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	494,000	445,164	90
Previous week	494,000	*427,756	87
Year ago	494,000	487,186	91
Two years ago	461,200	494,802	81
Five-year average			77
Ten-year average			83

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	243,000	148,886	61
Previous week	243,000	*168,334	69
Year ago	242,000	184,347	76
Two years ago	223,320	145,196	63
Five-year average			79
Ten-year average			73

*Revised.

Portland and Interior Oregon Mills

	6 day week capacity	Flour output	% activity
Feb. 26-Mar. 4	148,400	62,803	44
Previous week	148,400	52,888	37
Year ago	148,400	101,961	78
Two years ago	146,016	116,889	79
Five-year average			78
Ten-year average			73

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction.

	Southwest*: Weekly production	Crop year to date	Northwest*: Weekly production	Crop year to date	Buffalo†: Weekly production	Crop year to date	Combined**: Weekly production	Crop yr. to date
Feb. 27-March 4	25,197	860,171	13,929	502,557	10,811	388,131	50,037	1,750,867
Previous week	25,099		‡13,726		‡10,441		‡49,268	
Two weeks ago	25,878		14,249		10,224		50,351	
1949	27,313	1,057,201	12,926	515,822	9,240	388,134	49,489	2,000,862
1948	24,901	1,092,854	14,360	432,691	9,965	347,130	49,292	2,042,398
1947	31,211	966,919	25,687	612,714	8,700	312,796	65,498	1,842,274
1946††	14,962	963,132	11,143	430,207	7,341	284,449	33,446	1,866,772
Five-yr. average	24,649	1,006,126	14,832	546,226	9,281	274,133	48,872	1,865,891

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (33 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Wheat prices advanced to around $2.23 bu., Coast basis, in the Pacific Northwest last week, but the price was sufficient to attract only a small volume. A full cargo of No. 2 western white wheat was sold to the U.K. the middle of the week, but no further sales were reported. It was for prompt loading.

The CCC will ship out about 4 million bushels as a result of army ship allocations last week. This is about a million more than February and at a level which CCC hopes to keep the balance of the crop year. CCC has not yet entered the market, and since it is believed the agency will need more wheat for March shipments it is expected CCC will be in the market shortly.

Wheat Under CCC Control Gains

475 MILLION BUSHELS UNDER LOAN OR OWNED BY AGENCY THROUGH JAN. 31

CCC Controls 627 Million Bushels of Corn and Large Quantities of Other Grains and Oilseeds; Most of Carry-Over Seen in Government Hands

WASHINGTON — As Commodity Credit Corp. financial obligations climb close to the $4 billion mark, an analysis of these commitments shows that the CCC has under its ownership or loan programs—not including purchases agreements — approximately 627 million bushels of corn and nearly 475 million bushels of wheat as of Jan. 31, 1950. Other substantial holdings consist of cotton, tobacco, grain sorghums, soybeans, barley, linseed oil, flax, dried eggs and dried milk and butter.

The wheat loan program for the 1949 crop closed Jan. 31, and the foregoing total could be increased if purchase agreement wheat was put to the government at the time of the loan maturity date April 30. More than 44 million bushels of wheat was put under purchase agreements by producers up to Jan. 31, but there is no way of knowing how much of this grain may have already been sold in commercial markets. The purchase agreement wheat category could be substantially reduced since wheat prices in the Southwest have climbed to the loan level recently.

The corn loan program still has approximately 90 days to run, through May 31.

On the basis of the export outlook, domestic disappearance, seed requirements and the official report of CCC it appears that the carry-over of old crop wheat July 1, 1950, will be largely in the hands of the government and that at present the government controls more than half of the anticipated Oct. 31 corn carry-over.

Free Supply Tighter

This condition indicates to observers that there is steady tightening of the free supply of these grains and that after the government takes over the loan defaults on wheat May 1 this grain will be unavailable except at the price support level plus 5% and reasonable carrying charges as required under the Agricultural Act of 1949 in domestic markets. Government wheat and corn stocks for export are currently priced at not higher than the market price to Economic Cooperation Administration financed nations, which constitute virtually all of the effective demand.

While these government stocks together with the mandatory price policy appear to remove from the free supplies of these grains, these supplies at these price levels also constitute an effective ceiling on price bulges over the loan rate.

The effectiveness of the statistical tight supply outlook must be weighed, however, in consideration with the timing of exports under the International Wheat Agreement and ECA financing. ECA financing from presently available funds can be spread through July 31 to coincide with the wheat agreement crop year which ends July 31.

Since the remaining expected substantial exports of wheat appears to be marked for IWA countries which will be financed from ECA money, the tightness of free supplies of wheat must be qualified by this consideration which seems to spread the supply and demand factors for old crop wheat over a 13-month interval during which the movement of the new wheat crop harvest will be started.

The other big factor in the size of free supplies of wheat is the approximate 44 million bushels registered under purchase agreements but which cannot be accurately measured since the government has no way of knowing how much of this amount will be tendered to the government.

Potential Losses Seen

Some of the commodity commitments of CCC appear to reflect potential total losses to the government as for example the 75 million pounds of dried eggs for which there appears to be no buyer even at fire-sale prices. Potatoes are already being peddled on a give-away basis with limited takers.

CCC is currently asking Congress to increase its statutory borrowing authority to $6.75 billion from the present level of $4.75 billion to meet commitments on new crops for which there are mandatory price support requirements. These consist of supports on the storable or basic crops of cotton, corn, wheat, rice, tobacco and peanuts. Mandatory supports are also ordered on the nonstorable crops of tung oil, wool, dairy products, honey and potatoes.

Support for other crops such as hogs, poultry, soybeans and the feed grain crops other than corn are discretionary with the Secretary of Agriculture, subject to the availability of funds. At present there has been a delay in announcing support programs for the 1950 crop of hogs and soybeans, and according to CCC officials these decisions cannot be made until Congress acts to provide the funds for these operations. It is now believed that their announcement may continue to be withheld until Congress acts on the request for additional borrowing authority. Up to this time there has been no testimony opposing this increase at the congressional committee hearings on the subject.

CCC Investment in Supports Nears $4 Billion

WASHINGTON—Commodity Credit Corp. reports that $3,947,424,000 was invested in CCC price-support program loans and inventories as of Jan. 31, 1950, and that the corporation sustained a net realized loss of $96,404,000 in carrying out this program during the current fiscal year through January.

(The net realized loss on the CCC price-support program for the fiscal year ended June 30, 1949, was $254 million.)

Of the total investment of $3,947,424,000, loans outstanding totaled $2,204,023,000 (including $924,903,000 of commodity loans held by lending agencies, $972,784,000 held by the CCC and $306,336,000 of loans approved but not fully processed) while inventories acquired under loan, purchase agreement and direct purchase operations represented an investment of $1,743,401,000.

Price-support operations in four commodities accounted for the bulk of the loan total. These commodities, the quantities of collateral pledged, and the loans outstanding, were as follows:

Corn, bu.	[illegible]	$ [illegible]
Wheat, bu.	[illegible]	[illegible]
Cotton, bales	[illegible]	[illegible]
Tobacco, lb.	[illegible]	[illegible]
Other		[illegible]
Total		[illegible]

Included under "other" above were loans on flaxseed, peanuts, soybeans, potatoes, barley, dry edible beans and peas, grain sorghum, oats, rice, rye rosin, turpentine, American-Egyptian cotton and cottonseed. In this group, the largest amount of loans on any one commodity was $96,458,739 on grain sorghum.

Items in the inventory of the CCC as of Jan. 31, the quantities involved and the cost were as follows:

Cotton, bales	[illegible]	$ [illegible]
Wheat, bu.	[illegible]	[illegible]
Linseed oil, lb.	[illegible]	[illegible]
Flaxseed, bu.	[illegible]	[illegible]
Corn, bu.	[illegible]	[illegible]
Dried eggs, lb.	[illegible]	[illegible]
Butter, lb.	[illegible]	[illegible]
Dry edible beans, cwt.	[illegible]	[illegible]
Wool, lb.	[illegible]	[illegible]
Barley, bu.	[illegible]	[illegible]
Dried milk, lb.	[illegible]	[illegible]
Other		[illegible]
Total		[illegible]

The net loss in carrying on the CCC price-support program in the first seven months of the fiscal year was realized largely on peanuts, wheat, potatoes, corn and grain sorghum.

—BREAD IS THE STAFF OF LIFE—

Prices Announced on CCC-Held Grain and Flaxseed

WASHINGTON — The Commodity Credit Corp. has announced the quantities and prices of various commodity holdings that are available to buyers for domestic use during March, 1950. The list, the second under the new CCC domestic sales policy, adds cottonseed oil and potato starch to the list of commodities which were announced as available during February.

The monthly listing of commodities acquired under CCC's price support programs which are available for sale to domestic buyers is designed to aid interested buyers—and producers as well—in their normal commercial operations, by providing actual dollars-and-cents prices at which the CCC will make available specified quantities of its holdings.

In general, the list sets prices at the minimum levels prescribed by the Agricultural Act of 1949, which requires that the corporation "shall not sell any basic agricultural commodity or storable nonbasic commodity at less than 5% above the current support price for such commodity, plus reasonable carrying charges."

The CCC will entertain offers from prospective buyers for the purchase of any commodities on the current list. Offers accepted by CCC will be subject to terms and conditions prescribed by CCC. Announcements containing all terms and conditions of sale will be furnished upon request to the Production and Marketing Administration, USDA, Washington 25, D.C., with regard to all commodities.

Included on the March list (all in bulk) are:

Flaxseed: 13 million bushels, No. 1, $4.29 net bu., bulk, in store, Minneapolis. For other markets, and other grades adjust by market differentials.

Wheat: 15 million bushels—No. 1 DNS, $2.48 bu., in store Minneapolis; No. 1 HW, $2.47 bu., in store Kansas City. For other markets, other classes and other grades, adjust by market differentials, except that resulting price may not be less than the applicable loan rate at point of sale plus 26¢ bu. At points of production, applicable county loan rate plus 26¢ bu. All prices subject to market premiums for protein and other qualities.

Oats: 13,579,000 bu.—No. 2 white, 88¢ bu. in store Minneapolis; No. 2 white, 93¢ bu. in store Chicago. For other markets, other classes and other grades, adjust by market differentials, except that resulting price may not be less than the applicable loan rate at point of sale plus 13¢ bu. At points of production, applicable county loan rate plus 13¢ bu. All prices subject to market premiums for qualities.

Barley: 20 million bushels—No. 3, $1.48 bu. in store Minneapolis; No. 3, $1.55 bu. in store San Francisco. For other markets, other classes and other grades, adjust by market differentials, except that resulting price may not be less than the applicable loan rate at point of sale plus 20¢ bu. At points of production, applicable county loan rate plus 20¢ bu. All prices subject to market premiums for qualities.

Corn: 100 million bushels—No. 2 yellow, $1.72 bu. in store Chicago; No. 2 yellow, $1.67 bu. in store Kansas City. For other markets, other classes and other grades, adjust by market differentials, except that resulting price may not be less than the applicable loan rate at point of sale plus 18¢ bu. At points of production, applicable county loan rate plus 18¢ bu. All prices subject to market premiums for qualities.

Except for wheat, these same lots are available at export sale prices announced Feb. 28.

—BREAD IS THE STAFF OF LIFE—

COTTON GOODS INDEX 17.84

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale prices of principal cotton cloth used in bag making expressed in cents a yard of cloth, is 17.84, compared with 17.33 a year ago. The Bemis composite figure reflecting duty paid for early shipment from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 25.25 compared with 26.99 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

—BREAD IS THE STAFF OF LIFE—

LARD FUTURES TRADING

CHICAGO—Trading in November, 1950, lard futures has been authorized by the market report committee of the Chicago Board of Trade, according to an announcement by Everette B. Harris, secretary.

HUBBARD MILLING COMPANY

MANKATO, MINN.

HUBBARD'S ALMANACK

THE FOLLOWING STATEMENT APPEARED IN GRIST, HUBBARD TRADE MAGAZINE, IN MARCH, 1920

"Eat More Bread. It's your best and cheapest food.

"Let's cooperate in spreading this fact."

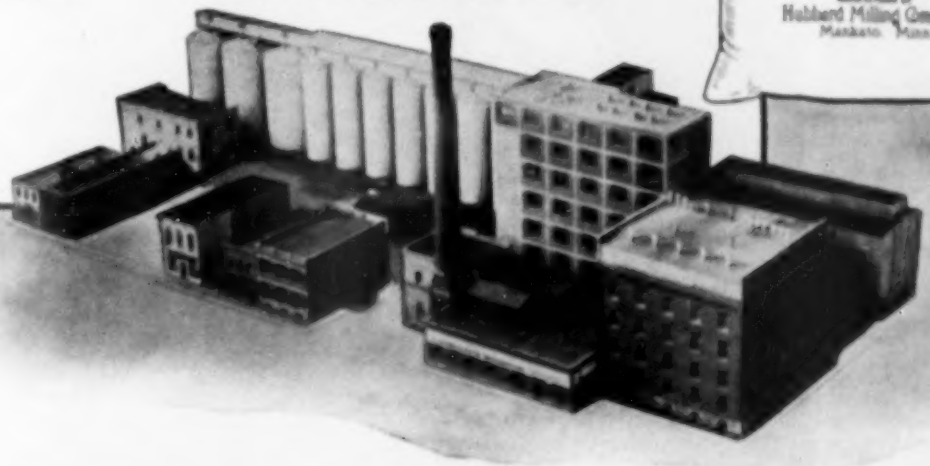
A TRUE STATEMENT IN 1920—STILL TRUE IN 1950

• •

HUBBARD

"A Name Synonymous with Quality"

MOTHER HUBBARD **HUBBARD'S SPECIAL**
SPRING MAIDE **UNIVERSITY** **SUPERLATIVE**
ATHLETE **KING HUBBARD (High Protein)**



★ ★ QUALITY SINCE 1878 ★ ★ ★ ★ ★

French Millers Consider Plans for Economic Readjustment of Industry

PARIS — Forecasting the abolition of controls and restrictions on the French milling industry, Lucien Brisson, president of the millers' association, has published his views on the problems to be faced and the steps to be taken in overcoming them.

Prior to 1939, Mr. Brisson declared, the French milling industry was in a deplorable state with over-production, blind competition and internal troubles being among the difficulties met by the millers of whom a certain number were mainly responsible, *since selfishness* was their only law. The trade came through the war creditably and it was apparent that the millers were in a better position to face the future. It remained to be considered under what conditions they could maintain and improve their position.

When controls were eventually removed, Mr. Brisson estimated that productive capacity would be about three times that of consumption. If matters were allowed to pursue their course without foresight and cooperation, economic ruin faced the industry in a matter of years or even months.

Mr. Brisson named the two major problems requiring solution as being credit terms for flour accounts and the adjustment of production to sales capacity. He suggested that the former ill-considered practices in respect of credit must cease since experience had shown their disastrous effects on both millers and bakers. Flour accounts ought to be settled promptly in the same way that the millers had to settle their accounts with the wheat producers. Adjustment of production to sales capacity was an essential prerequisite if the evils of overproduction were to be avoided.

An effort had been made to implement the first part of the program by the establishment of 88 Unions Meunieres, which were purely financial bodies with two main functions, the first being the collection of accounts on behalf of miller members thus introducing some uniformity into conditions of payment and so avoiding a form of competition particularly injurious while the second consisted of offering professional help and guidance in financial matters. The unions worked in close contact with the government financial authorities and experience had already proved their value.

Progress was not so rapid in respect of the second item on the program. The millers' association recently decided to form several auxiliary organizations to adjust transportation arrangements and to give bakers an opportunity of choosing their own supplier among the miller members. This would result, Mr. Brisson expected, in achieving respect of official price levels and possibly a higher sense of responsibility in connection therewith. It had to be understood, however, that in granting the baker the right of selection in the matter of a supplier, the same right also appertained to the miller in choosing his customers. It was obvious, he declared, that business could be done only under conditions of mutual agreement.

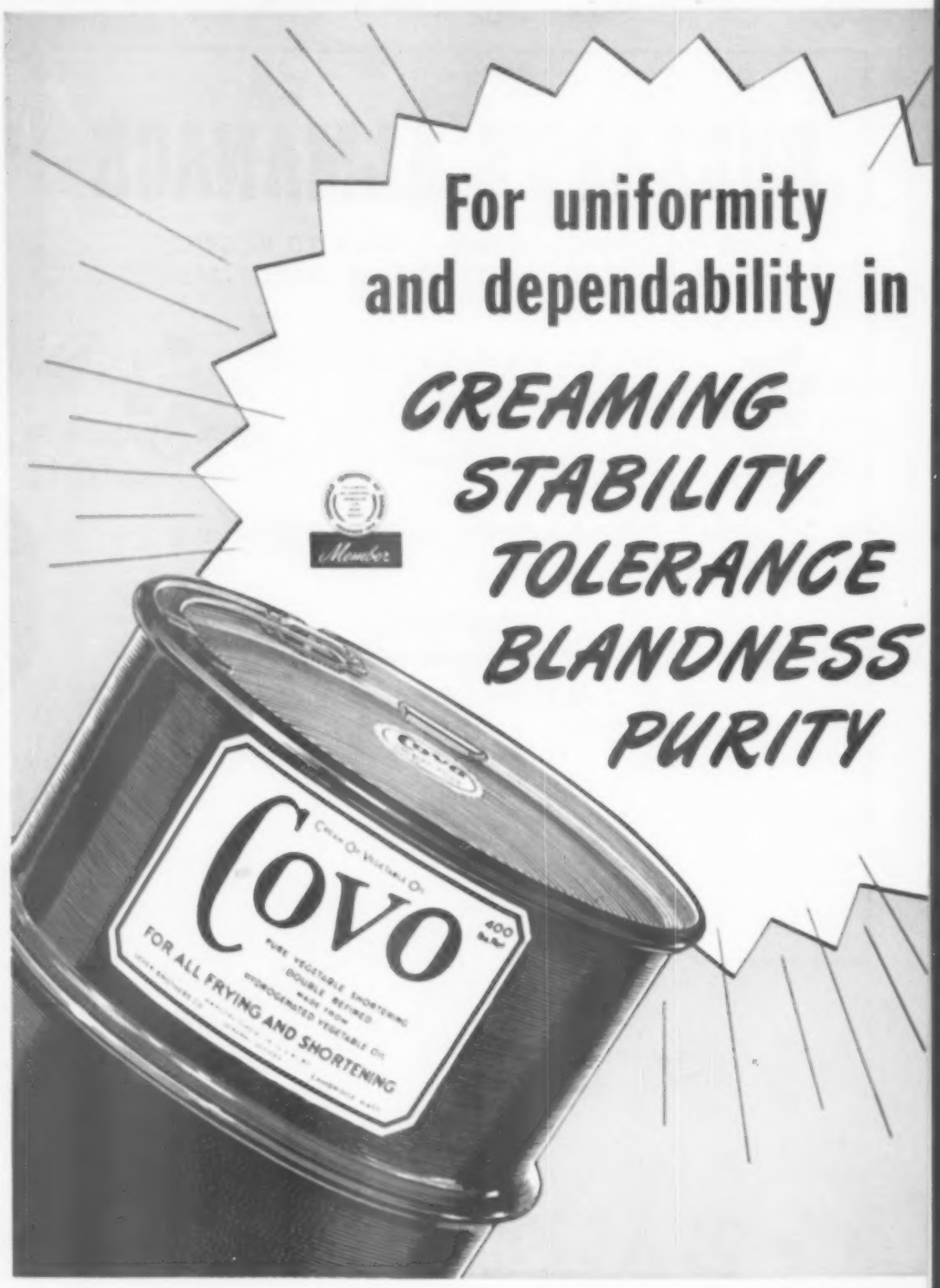
Critics of the system had objected that it meant the prolongation of controls and would enable the millers to retain their domination of the grain and flour markets. Mr. Brisson refuted this allegation, stating that it was a reaction of self-defense by the millers before the threat of being crushed between unrestricted competition on the one side and the control of wheat prices on the other. If the government suddenly decided to free the wheat market there would no longer be any need for an organized milling industry. He claimed that these protective steps were as much in the interests of the bakers as the millers and that it was in any case inconceivable that the millers should be subjected to control in the purchase of their raw material and at the same time be unable to sell their products at the fair price fixed by the government. It was easy enough to produce; much less easy to sell at a remunerative price, Mr. Brisson concluded.

European trade observers have shown interest in the plans made by the French millers and have expressed the opinion that the forecasted surplus productive capacity may mean the return of the French industry into the flour export market once internal problems have been solved.

CANADIAN EXPORTS TOTAL 2,500,000 BU.

WINNIPEG—Export business in Canadian wheat and flour last week totaled more than 2,500,000 bu. and included almost 500,000 bu in the form of flour. Of the latter, the equivalent of 73,000 bu. was worked to Class 2 destinations, and the remainder to countries signatory to the International Wheat Agreement.

Class 2 export sales of wheat totaled just over 600,000 bu., and apart from two very minor amounts worked to Venezuela and Italy, all was direct-



ed to Japan. Of the IWA countries taking supplies from Canada, the U.K. purchased 907,000 bu., while Israel took almost 500,000. The remainder went chiefly to Belgium, supplemented by a minor amount to Nicaragua.

FEED EXECUTIVES SURVEY GERMAN SOY UTILIZATION

MINNEAPOLIS—R. G. Brierley, assistant vice president, Archer-Daniels-Midland Co., Minneapolis, is on a four-week trip through Germany, accompanied by C. Kenneth Shuman, director of research and development for the feed mill division of the Glidden Co., Indianapolis.

Upon invitation of the government of Western Germany and the U.S. Military Commission, in addition to the Soya Feed Research Council, the specialists will study the possibilities of more extensive use of edible soy products in the German diet.

Following his official stay in Germany, Mr. Brierley will spend approximately six weeks touring England and the remainder of the continent to develop European markets for U.S. products.

Steady to Higher Wheat Prices for March Predicted by Farm Economists

MANHATTAN, KANSAS—Economists on the staff of the Kansas Agricultural Experiment Station predict steady to higher wheat prices during March. They point out that the government's price support program continues to be the principal factor in establishing the price floor.

The economists believe that farmers are not likely to release any considerable quantity of wheat at less than the support price plus accrued carrying charges. The price of cash wheat at Kansas City increased from June until November when loan levels were reached. Since then, cash wheat has remained steady with narrow fluctuations around the loan rate.

Prices at or slightly above the loan rate have not resulted in greatly increased selling by farmers, the economists said.

In a review of the probable trend of wheat prices, the monthly forecast prepared by the agricultural economics department stated:

"The Commodity Credit Corp. announced Jan. 31 that wheat owned by CCC would be sold at $2.46 bu. for No. 1 hard in store Kansas City. This price is subject to change but is based upon the cost of the wheat to CCC. This price, for practical purposes, may be considered as the ceiling. It is likely that wheat prices will fluctuate between the loan rate and this ceiling. It is expected that much of the farmer-held wheat will be marketed before prices at Kansas City reach a level of $2.46.

"Government estimates indicate a possible carry-over of 390 million bushels of wheat July 1, 1950. Stocks Jan. 1, 1950, totaled 908 million bushels. Domestic use during the six months from January to June, 1950, will be in the neighborhood of 310 million bushels and exports during the same six months are optimistically expected to be slightly over 200 million. Of the Jan. 1 stocks of 908 million bushels, about 475 million bushels were under the support program leaving about 400 million bushels of wheat available to the trade. Obviously there is not enought free wheat to meet estimated domestic and export needs. If as much as one half of the anticipated exports came from stocks not now under support provisions, almost the entire carry-over at the end of the year could be in the hands of the CCC. This means that if supplies in commercial channels are not sufficient for mill operations, a price equal to the loan rate plus accrued charges (roughly $2.35@2.40, basis No. 2 hard at Kansas City) will need to be paid to obtain the release of wheat currently under government price support.

Slight Advance for Corn

The economists expect corn prices to make a slight net advance during March, while prices of other feed grains are expected to fluctuate around present levels. Price support programs, plus increased feeding continue to be the principal price strengthening factors in the current feed situation. A principal price weakening factor is the prospect of another large carry-over of feed grains at the end of the current feeding season.

"The supply of feed grains is adequate for the remainder of the feeding season," it was said. "The combined carry-over of corn, oats and barley at the end of the season is expected to be about equal to the record carry-over of these three grains last fall. Carry-over of corn is expected to be larger than last fall, whereas the carry-overs of oats and of barley are both expected to be smaller.

"Domestic utilization of feed grains was quite heavy during the first quarter of the current feeding season beginning Oct. 1, 1949. Combined utilization of corn, oats, and barley was the second largest on record."

Milling in the Mid-Eighties

CENTURY MAGAZINE for 1885 contains an illustrated article on flour milling in Minneapolis, from which the pictures on this page are taken. From this article, too, come several paragraphs which cast an illuminating reflection upon the industry in its great revolutionary period.

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In this age of shams, adulterations and frauds, it is a pleasure to become acquainted with a city that owes its growth and prosperity to the manufacture of a good, honest article, and to earnest efforts to improve the quality of that article so as to make it the best of its kind to be found in the markets of the world. Such a city is Minneapolis, in the State of Minnesota. Its remarkable development in recent years from an obscure village to a handsome, busy, energetic town of one hundred and thirty thousand inhabitants is due partly to its sawmills but chiefly to its flour mills. The latter have multiplied in number and grown in dimensions and spread their name wherever commerce carries the breadstuffs of the West, because they make a grade of flour nowhere surpassed. The word Minneapolis on the head of a flour barrel has become a guaranty of the excellence of its contents. The millers of Minneapolis have sought out the best inventions, avoided cheap processes, stopped at no expense to get the best results, and trusted consumers to know a good thing and buy it at a fair price. They have made a great deal of money.

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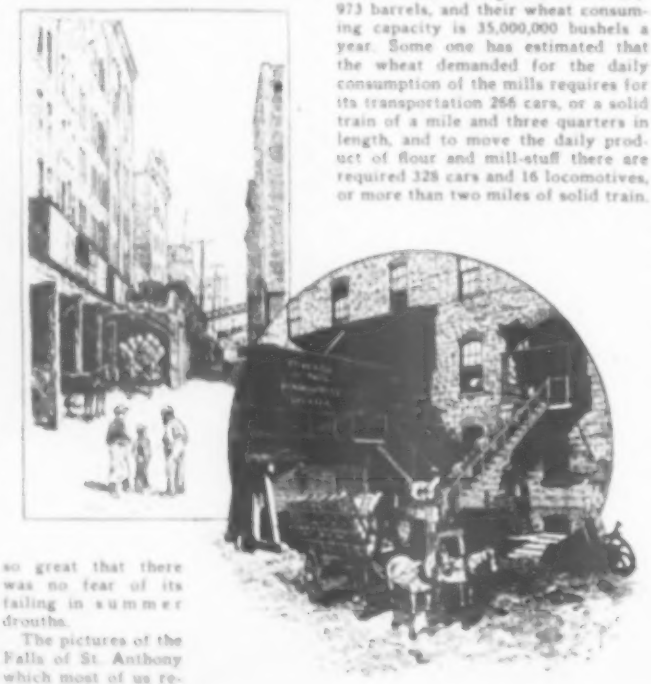
The first and enduring impetus to the growth of Minneapolis was the superb waterpower furnished by the Mississippi River at the Falls of St. Anthony. The great river leaps over the soft limestone rocks in a sheer plunge of about twenty-five feet, which with the descent of the rapids above makes eighty-two feet fall within the limits of the city. Level banks on each side of the stream afforded ample opportunities for mill-sites, and the volume of water was so great that there was no fear of its failing in summer droughts.



The pictures of the Falls of St. Anthony which most of us remember to have admired in the school geographies bear no sort of resemblance to the real falls of today. There are no forests now, no island, and no rocks, and in the place of the wild falls there is only a planked water-slide that looks like a mill-dam—an enormous and magnificent mill-dam, truly, but nevertheless a mill-dam.

The whole sweep of the fall has been covered with an "apron" of planks to prevent the rocks from being worn away, and to save the cataract from being converted into a rapid. The real dam, a short distance above the falls, affords power to numerous sawmills, and within it there is a boom to catch logs. In the winter and spring the falls, thus tamed and fettered, are still very beautiful, the rush of waters over the symmetrical curve of the dam affording a striking spectacle; but in summer, when most of the volume of the current is taken out to feed the mill-races, there is little to be seen but an imposing structure of dry planks.

The twenty-six great flouring mills stand in single and double rows on both sides of the river below the falls. They consumed last year about 24,000,000 bushels of wheat and made 5,450,163 barrels of flour—an amount more than sufficient to supply with bread the entire population of the city of New York. The aggregate daily capacity of the Minneapolis flour manufacturing concerns is 33,973 barrels, and their wheat consuming capacity is 35,000,000 bushels a year. Some one has estimated that the wheat demanded for the daily consumption of the mills requires for its transportation 256 cars, or a solid train of a mile and three quarters in length, and to move the daily product of flour and mill-stuff there are required 328 cars and 16 locomotives, or more than two miles of solid train.

PENICILLIN'S DEBT TO CORN—People like to call penicillin the "miracle drug." But the miraculous aspects of penicillin are not all concerned with the drug itself. There have been miracles performed in its production, by the very scientists who modestly deplore the use of the word. Raising the output of penicillin from the driblets of several years ago to the quantity-production scale of today certainly looks like a miracle to us.

Corn is playing an important part in that phenomenal increase. Up to 1942, yields of penicillin were hopelessly low on all known foods for the mold. This mold, from which the drug is extracted, seemed as fussy about its food as an old maid with stomach ulcers.

In 1941 a group of men, under Dr. Robert D. Coghill of Northern Regional Research Laboratory, at Peoria, Ill., had taken on the task of increasing the yield and recovery. Dr. A. J. Moyer, a co-worker with Coghill, thought of corn steepwater as a food for the mold. He knew that corn steepwater was rich in the soluble proteins and minerals of corn and that it was available in quantity, nearby, at a low price.

Corn steepwater is simply the water in which the whole kernels are soaked preparatory to the starch-making process. After the steepwater is drawn off the corn it is concentrated by evaporation to a syrupy consistency. Further dried, almost all of it had hitherto been used as a constituent of corn gluten feed.

Dr. Moyer went to work with the steepwater, adding it to the medium on which the molds grow. The molds' response to this variation in their menu was to step up penicillin yield from 2 to 20 Oxford units per cubic centimeter of broth. New strains of mold were developed, corn steepwater was fed to them, and presently the yield of penicillin was doubled again. Now it was 40 Oxford units—from an original 2. (Yield has been further increased since.)

How to take penicillin over the supply hump was known at last. What followed—its production on a commercial scale and the rapid acceleration in its output—is another story.

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SAINT PATRICK'S DAY CAKE

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After she smoothed the frosting down,
My Irish Mother would say,
"Let's put a shamrock on the top—
To-day's Saint Patrick's Day."

And every year I see again
A gentle-eyed colleen
Fashion a snow-white cake that knew
The wearing of the green.

Grace V. Watkins.

EDITORIAL

FOOD UNTAINTED BY POLITICS

THE idea of taking food out of politics is an engaging one. It was tossed into the lap of the fourth annual Farm Forum, held in Minneapolis last week, by Philip W. Pillsbury, president of Pillsbury Mills, Inc. A bi-partisan commission is the proposal—something on the order of the Hoover economy commission.

Since the Farm Forum is only a discussion panel of farmers and businessmen no formal endorsement of the plan was possible, but it attracted attention and was widely discussed. If we could start fresh in the whole matter, it seemed to be agreed, it might be possible to keep politics out of the national food economy. But politics long ago became firmly established in it and undoubtedly would fight desperately to stay in.

The politics involved, unfortunately, is no longer the party kind—Republican or Democratic. It is a super politics embodying the various ideologies of the welfare (pardon us, the POLICE) state. Socialism cuts across the familiar party lines, as was made so clear in the recent British election, and as is becoming more deadly clear day by day in this country.

The Farm Forum, which devoted itself to the general subject of a national farm program, naturally centered upon the Brannan plan, with the principal speakers paired for and against. Albert S. Goss, master of the National Grange, and Allan B. Kline, president of the American Farm Bureau Federation, spoke against it, and D. W. Chapman, president of the Montana Farmers Union, and Knox T. Hutchinson, assistant secretary of the U.S. Department of Agriculture, spoke for it.

There was nothing particularly new in the arguments, from which more heat than light developed. The most remarkable thing about the tremendous assembly (more than 2,000, mostly farmers) was the size of it and the intense earnestness with which so many people seem to approach the subject.

Although there could be no knock-out decision, there was certainly a decision on points. Mr. Kline, with his hard-hitting oratory in defense of agricultural independence, assuring high productivity, individual freedom and opportunity, was given an ovation. Mr. Hutchinson was given polite attention. Their points of view were accepted as basic keynotes—one representing free enterprise in the best and broadest of its interpretations, and the other the subsidized and controlled economy of the Socialistic state.

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BRITISH MILLING MILESTONES

TWO noteworthy institutional anniversaries are being observed this year in Britain. Seventy-five years ago our British contemporary in flour trade journalism, the Miller, began publication, and in the same year the "House of Rank" was founded. Together they have spanned the flour milling industry's greatest era of development and progress. One of these institutions influenced and recorded the story of this period, the other very largely made the history that was to be written.

Three quarters of a century ago a young man (this is as the Miller tells the tale) faced the humiliation of being informed that his late father had not considered him capable of carrying on the family business. Refusing to be discouraged, Joseph Rank took the £500 which had been left him in his father's will and went into business on his own account, renting a little windmill at Hull. At first he did everything himself, often working 18 hours a day, running the mill and selling and delivering his flour, but soon was able to employ an assistant. For all his hard, monotonous work, the recompense was scanty and disheartening, and after five years of this he decided that it was time to move, as he had lost £200 of his capital. He rented another mill in Hull for three days a week. This was the turning point in his career, for in the next three months he cleared the £200 he had lost and restored his original capital.

From that point onward, although the path was never easy, thrift, perseverance, foresight and courage (the ingredients of rugged individualism) steadily brought the business to the tremendous estate in which it was passed on by Joseph Rank to his sons and heirs in 1943.

"Mr. Rank," says the Miller, "was a man of extraordinary character and capabilities. He had an influence upon the industry which was quite revolutionary. He was stern and hard-headed, but he acquired a reputation for fair dealing which spread from one end of Britain to the other. He was undoubtedly, as a biographer has written, a giant among men, and he has become a legendary figure among millers. There were many who found him a very formidable competitor, but even those who fought him bitterly respected and admired him."

A few years ago Time, in characteristic hyperbole, told the story of the Ranks, the current interest centering upon the moving picture enterprise with which Joseph's son James Arthur is associated. This business dated from the somewhat experimental filming of a Sunday School movie for the Methodist Church, of which Joseph Rank was an ardent and generous supporter. According to Time, Joseph was widely known in his lifetime as "Holy Joe." In this country, among millers at least, he was known by the more sententious sobriquet of "the Mighty Miller of Hull."

Mr. Rank was mighty, indeed. He built not only a great enterprise within his industry but he became the leading figure of that industry in his country and within his generation. He it was who "rationalized" British milling—which means that he dictated the quota plan under which milling capacity in Britain is rigidly governed in the interest of controlling competition so that profits may be satisfactorily large. The plan works. It has the blessing of government, and the dividends of British milling companies—including Ranks, of course—are so large as to seem astronomical to American millers.

Congratulations to the Miller, and to the House of Rank! We admire the achievements and the continuing vigor of both. We admire also the movies, announced by the clang of the great gong. But the fact that the British government is making things so tough financially for J. Arthur, who in this field is bringing perhaps more luster to the name of Rank than his father did in milling, causes us to wonder a little. We wonder if there could ever have been any House of Rank at all, or any British milling saga worthy of being remembered and admired by men of all nations, if Britain's present political philosophies had become effective three quarters of a century ago.

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Free enterprise cannot survive government regulation in the form of production control, allocation control, price fixing and wage fixing. —Sen. Robert A. Taft.

GRADE LABELING REJECTED

AS recently as five years ago we were expressing concern on this page over the grade labeling movement which had been going on for a decade or so but which by that time had achieved bureaucratic and ideological sanction and was being openly promoted by public officials who were spending public money to support the demands of a small but vocal section of the so-called "consumer" side of our economy. The idea no longer seems to rate a headline. Honest as it may have been in intention, it did not deserve to live, for it did not meet the test of logic. Now it has failed under the trial of experience.

The Hook-Up (Millers National Federation bulletin to members) reminds us that most of the large grocery chains yielded to the whooping-up of what it calls "a lot of professional consumers" and gave grade labeling a tryout, chiefly on canned goods. The test was large enough and long enough to be considered a fair one. And now the Hook-Up reports:

"A recent survey shows that practically all of the leading grocery chains except one have veered away from grade labeling and some have completely abandoned it. The consuming public was simply not sufficiently interested in large enough numbers to maintain this innovation, and in most cases has preferred to make its purchases on the basis of recognized brands. Grade labeling sounds swell but just hasn't worked out in practice."

Another similar sign of the times is the discovery of the Research Institute of America that brand name promotion is going to be a dominant feature of this year's advertising. All levels of production and distribution have reported that the margin in favor of brand goods is nine to one.

Why did the consumer reject grade labeling? Doubtless there are many answers, some simple, some complex. One of the simple ones is that it ruled out imagination and human interest. Another: it violated a basic tenet in the consumer bill of rights—the right of being final judge as to quality and value. Finally, we are philosophically convinced, it falls under the category of freedom from fear. The early New Deal taught us that the business world was full of chiselers (remember?). We've recovered from that fear—banished that Rooseveltian bugey—and brand confidence is back in its ancient place.

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COMES THE DAWN

RESTORATION of private trading in imported flour by The Netherlands government may not seem an event of great immediate significance, as measured by the amount of actual free trading that is likely to result, but its token importance must be considered. The dawn comes at last on an important sector of the international commercial scene, and dawn—even a false dawn—is seldom rejected as a harbinger of better things.

The aurora in Holland is in dramatic contrast with the lowering clouds that in general darken the world trade outlook. Cartels and monopolies still dominate, in fact they grow stronger. The mechanics of economic reconstruction favor this. Though its interest and intention are dead against such a development, the U.S. ironically does most to feed the growth of the foreign cartel and spread the tentacles of foreign monopoly.

When the morning is a little farther advanced the promise of dawn, therefore, may have proved false. Fixed prices, divided territories of sale and limited production—so notoriously exemplified in the greatest of all cartels, the International Wheat Agreement—will be found entrenched in world markets. The weather, as far as long range prediction can go, isn't likely to be too favorable for private trading. Yet there's always something thrilling about a new dawn. Let's enjoy it while it lasts.

Adoption of 5-Day Week Urged as Answer to Over-Capacity Problem

ST. LOUIS—The five-day week is the obvious way in which the milling industry can adjust capacity to demand and the industry will eventually be forced to some such operation, L. C. Chase, general manager of the Valier & Spies Milling Company, St. Louis, and vice president, Flour Mills of America, Inc., Kansas City, told members of District No. 5, Association of Operative Millers, at their meeting at the York Hotel here March 4.

Speaking on the subject of adjustment of mill operations to postwar demand, Mr. Chase estimated that the present active capacity in the U.S. is around 900,000 cwts. daily. On the basis of five 24-hour days a week, operation of this capacity would yield an annual production of 234,000,000 sacks which, he said, was quite close to the estimated 1949 output of 236,000,000 sacks.

Thus, a five-day week will take care of all domestic needs and any export business that can reasonably be foreseen in the future, the St. Louis miller pointed out. He added that domestic consumption of flour probably will remain about static in volume, with dwindling per capita consumption being just about offset by the increase in population.

"During the past two years," Mr. Chase estimated, "some 125 plants of 400 sacks daily capacity or more have ceased operations. Of these, approximately one third of the capacity represented has been destroyed by fire, one third has been dismantled and the remaining one third, largely individual units of multiple-unit mills, has been closed."

Mr. Chase also pointed to an "alarming" decrease in man-hour production in the milling industry, "even though many mills have spent large sums for labor saving machinery."

This decrease, together with higher wage rates, has changed the ratio between direct labor and overhead costs, he said. The result has been that it is no longer highly profitable to operate Saturdays and Sundays. The additional production does not reduce the unit overhead enough to offset the premium rates paid for over 40 hours' work.

"While there are many things, both in and out of the milling business that are unsound for over the long pull, I am not pessimistic concerning the immediate future," Mr. Chase said in assessing the general business outlook. He pointed out that the business recession that took place in 1949 was less than had been generally anticipated and he outlined a number of business factors which tend toward an upswing in economic activity in 1950. Business is good and will get better in the immediate future, he predicted.

Bulk Storage

In describing the principal features of efficient bulk storage operations for flour, John Heimovics of the Jones-Hettelsater Construction Co., Kansas City, said that the flour mill with adequate bulk storage gains many advantages other than the mere provision of storage.

L. C. Chase

The principal benefits are packing and loading in a 40-hour week, uniformity of flour, blending to specifications, natural flour aging and better control of insect infestation, Mr. Hiemovics said.

A properly designed bulk storage plant will permit the advantages of exact blending, he added. If the first part of a mill run is low in protein, for example, the latter part can be raised and binned accordingly. The laboratory will have adequate time for analysis and better blending can be attained as a result. The mill grind does not have to be continually adjusted to meet shipping requirements. Therefore, a mill can have greater uniformity in its flour and meet more exacting flour specifications.

Mr. Heimovics gave a complete resume of the chief specifications for an efficient bulk storage plant, as shown by experience. These details were printed in an article by Mr. Heimovics which appeared in Milling Production of February, 1950.

In his description of the operation of the "Packer Aid," Mr. Geimer said that there are units operating up to a speed of eight 100-lb. bags a minute with a tolerance of plus or minus two ounces. The machine, he said, will handle either textile or multiwall paper bags in sizes of 50-, 100- and 140-lb.

W. J. Geimer, manager of the packaging service division of Bemis Bro. Bag Co., Minneapolis, discussed the performance of his company's "Packer Aid" and flour packing unit. He said his company entered the packing machinery manufacturing business in 1929 when milling companies in Minneapolis voiced a desire for an attractive small package suitable for shelf display.

The company's Deltaseal filling and closing machine was produced and its use has spread to packing other commodities including sugar, salt, rice, corn meal and beans.

Mr. Geimer said that his company now has an automatic magazine-fed Deltaseal filling and closing machine on test in a Minnesota mill. With this machine the operator's only task is to keep empty sacks in the magazine.

EXPRESS RATE HIKE POSTPONED

WASHINGTON — The Interstate Commerce Commission, in response to the many petitions of the American Bakers Assn. and bakers throughout the country, announced Feb. 28 that the proposed changes in the classification of bakery products for shipment by the Railway Express Agency will be suspended. These increased rates were scheduled to become effective March 1. Had these new rates become effective it would have involved greatly increased costs in operating expenses for bakers. Subsequently, the ICC will set a date for a hearing on this matter.

——BREAD IS THE STAFF OF LIFE——

QUARTERMASTER BUYS HARD, SOFT WHEAT FLOUR

CHICAGO—The Chicago Quartermaster Purchasing Office announced Feb. 28 the following purchase of enriched soft wheat flour for the U.S. Army:

1,200 sacks at $5.50, 50-lb. cottons overpacked in multiwall paper for export, Terminal Flour Mills Co., Portland to Auburn, Wash.

The purchasing office announced March 2 the following purchases of enriched hard wheat flour for the army:

600 sacks at $5.05, papers, Pillsbury Mills, Inc., Minneapolis, to San Antonio, Texas.

1,727 sacks at $4.93, papers, Globe Cereal Mills, El Paso, Texas, to Fort Bliss, Texas.

600 sacks at $4.75, papers, Pillsbury Mills, Inc., Minneapolis, to Fort Sill, Okla.

700 sacks at $4.98, papers, Crowther Bros. Milling Co., Malad, Idaho, to Pittsburg, Cal.

644 sacks at $5.04, papers, Acme Flour Mills Co., Oklahoma City, to Killeen, Texas.

15,000 sacks at $4.76, papers, Rodney Milling Co., Kansas City, to Kansas City for beyond.

740 sacks at $4.89, papers, Colorado Milling & Elevator Co., Denver, to Bunell, Colo.

5,000 sacks at $5.48, export multiwalls, Crowther Bros. Milling Co., Malad, Idaho, to Auburn, Wash.

5,000 sacks at $5.49, export multiwalls, Globe Mills (Pillsbury Mills, Inc.), Los Angeles, to Auburn, Wash.

2,000 sacks at $5.60, export multiwalls, Abilene (Kansas) Flour Mills Co., to Memphis, Tenn.

The office announced March 3, the following purchases of enriched hard wheat flour for the Marine Corps:

800 sacks at $4.99, domestic cottons, Crowther Bros. Milling Co., Oklahoma City, to San Diego.

800 sacks at $4.97, domestic cottons, Crowther Bros. Milling Co., to El Toro (Irvine), Cal.

1,200 sacks at $5.58, domestic cottons, Crowther Bros. Milling Co., to Cherry Point, N.C.

——BREAD IS THE STAFF OF LIFE——

CHARLES F. VOGEL HONORED

UTICA, N.Y. — Bakers from all parts of central New York gathered in the Club Monarch, Yorkville, recently to pay honor to Charles F. Vogel of Utica, who now is serving as vice president of the New York State Association of Manufacturing Retail Bakers and who is a past president of the Mohawk Valley Bakers Assn. The dinner was sponsored by the Mohawk Valley group and attending were representatives of the Syracuse Bakers Club, headed by James Rogers, past president. About 100 persons attended the testimonial.

——BREAD IS THE STAFF OF LIFE——

CARLETON COLLEGE HEAD TO ADDRESS MNF MEETING

CHICAGO—Dr. Laurence M. Gould, president of Carleton College, Northfield, Minn., will be luncheon speaker at the Millers National Federation convention, to be held here May 15-17. His topic will be "The Welfare State as I See It."

The speech is expected to be similar to one made earlier by Dr. Gould before the Minnesota Historical Society. That address attracted considerable attention.

Dr. Gould formerly was a well known geologist and was second in command on the Byrd expedition to the South Pole in 1930.

U.S. Production of Durum Products

Note: By six-month periods. **Source: USDA**

	Durum wheat ground, bu.	Semolina produced (sacks)	Flour produced (sacks)	Exports macaroni, etc., lb.
1949—				
July-December	11,862,778	*5,074,859	†	12,329,064
January-June	10,231,667	4,157,935	†	1,118,139
1948—				
July-December	11,452,355	*5,012,365	†	25,207,234
January-June	14,191,930	6,354,943	†	198,424,789
1947—				
July-December	13,994,975	5,353,194	792,122	41,514,594
January-June	8,836,292	4,026,058	496,083	51,902,997
1946—				
July-December	11,428,936	*5,163,498	**	46,353,127
January-June	8,874,674	3,642,318	722,562	26,856,928
1945—				
July-December	12,843,562	4,171,084	1,315,576	7,768,088
January-June	13,260,497	4,266,215	1,400,893	4,795,898
1944—				
July-December	12,769,977	3,609,753	1,786,668	7,738,271
January-June	9,172,895	3,148,644	784,744	3,381,972
1943—				
July-December	11,235,744	3,615,644	1,199,717	1,944,540
January-June	12,742,102	3,941,044	1,468,362	1,381,995
1942—				
July-December	11,137,794	3,883,738	1,348,512	1,999,928
January-June	8,841,238	2,877,753	1,096,154	1,425,967
1941—				
July-December	9,319,540	2,905,192	1,033,184	2,235,648
January-June	8,304,118	2,694,272	798,751	1,475,196
1940—				
July-December	8,294,943	2,518,628	911,387	1,767,286
January-June	7,219,371	2,404,690	772,259	1,882,693
1939—				
July-December	8,213,310	2,729,706	794,022	2,029,050
January-June	7,281,275	2,463,849	655,142	1,494,226
1938—				
July-December	7,594,469	2,446,929	911,459	1,742,947
January-June	6,881,992	2,234,464	241,682	1,348,499
1937—				
July-December	6,747,909	2,097,474	694,448	1,532,537
January-June	4,872,879	1,653,623	545,234	1,612,939

*Mostly granular flour. †Included in semolina. ‡July through November. **Granular and flour listed in semolina total since most mills continued on an 80% extraction rate throughout period.

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*These surveys were supported by the Newfoundland Government, the Newfoundland Tuberculosis Association, the individual investigators, and Merck & Co., Inc. (*The Canadian Medical Association Journal*, March 1945 and April 1949.)

Summaries of the findings of these surveys are available on request.

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Pillsbury Asks Bipartisan Group to Remove Food from Politics

By CARROLL K. MICHENER
Editor of
The Northwestern Miller

MINNEAPOLIS—A bipartisan food commission to put an end to the folly of using food as a political football was proposed here March 2 by Philip W. Pillsbury, president of Pillsbury Mills, Inc.

"Politicians are out-promising each other for votes, with food issues as bait," Mr. Pillsbury declared in opening the fourth annual Minneapolis Farm Forum, of which he was general chairman.

"Half the world is hungry," he said. "This country's mechanized farms are producing surplus after surplus. Food is too important to too many people—and to world peace—to be in politics any longer."

With a Bernard Baruch or Herbert Hoover as chairman, Mr. Pillsbury proposed the same bi-partisan approach to a solution of food and farm problems as the Hoover commission brought to reorganization of U.S. government or as the Republican and Democratic parties brought to foreign policy.

Mr. Pillsbury's plan urges establishing at once of a bi-partisan food commission staffed to develop an intelligent, efficient program for economical use of our abundant food.

"There is not, never was a food surplus," he declared. "Let's once and for all get the best thinking of the nation at work selling the food we produce."

No action was taken on the proposal by the Farm Forum, which adopted no resolutions after hearing and discussing addresses by Allan B. Kline, president of the American Farm Bureau Federation; D. W. Chapman, president of the Montana Farmers Union; Albert S. Goss, master of the National Grange, and Knox T. Hutchinson, assistant secretary of the U.S. Department of Agriculture.

Accent on Brannan Plan

The addresses and the panel discussions of the forum centered upon the Brannan plan. Mr. Hutchinson and Mr. Chapman were for it, Mr. Kline and Mr. Goss against it.

Mr. Hutchinson said there was "nothing new, nothing shocking, nothing without precedent" in the Brannan Plan, and that it wouldn't cost any more than the things we are doing now. The Farmers Union organization, said Mr. Chapman, believes "the several fundamental principles advocated by Secretary Brannan" should become part of any federal agricultural program.

Mr. Goss outlined the familiar position of the Grange, and in general spoke for a system of flexible supports. He, like Mr. Pillsbury, proposed a government agency to devise and administer a national farm program—a Federal Farm Commission removed as far as possible from political influence.

Mr. Kline said that the real solution of the problem of stable farm prosperity lies primarily outside agriculture. He reminded his audience that America's productive record, which has made it the envy of the world, is due "to our traditions of freedom, opportunity and rewards for individual effort," and expressed the conviction that the nation's farm programs must be consistent with these traditions.

The Farm Bureau president declared that the first requirement for a prosperous agriculture is high per capita production and well distributed income outside agriculture.

"When non-farm people are highly productive, the goods and services farmers need are plentiful at reasonable prices," he pointed out. "Also, of course, consumers must be productive and prosperous to be good customers for farm products. Farmers themselves must be productive if they are to have a firm claim on society for high living standards. The contribution of the farm family to society as a whole, what this individual family actually produces, is the only sound basis for its right to a good income. Of course, once this right is legitimately established, there is also the problem of getting what we are entitled to. That's where farm programs come into the picture."

Philip W. Pillsbury

Briefly describing the price support program advocated by the Farm Bureau, Mr. Kline declared that it is designed to afford agriculture protection against unreasonable price declines while preserving maximum freedom of operation for the individual farmer.

"Flexible price supports at reasonable levels are essential, not only to protect agriculture but also to protect the public from the inevitable consequences of a farm depression," he said. "Our program, which is reflected in part in the Agricultural Acts of 1948 and 1949, is designed to fit into a free enterprise system which continues to hold out rewards for efficiency and initiative.

Guaranteed Profits

"There is, of course, an entirely different attitude toward farm programs, one which assumes that government should guarantee profitable returns to farmers. This philosophy is now being presented as a farm program which offers cheap food to consumers and high prices to farmers, chiefly through the device of subsidy payments. Subsidies or compensatory payments, of course, are nothing new. The distinguishing feature about the Brannan plan is the fact that it provides, or at least promises, a very high level of support to be sustained by government payments.

"Experience has also demonstrated that once the government begins to parcel out privileges, such as that of producing food at a guaranteed profitable price, it has to allot such privileges by the head, to the inefficient as well as to the efficient. The tendency would be toward standardizing agricultural production on a relatively low level of efficiency, and toward discouraging individual initiative on the part of the farmer. The result would be more expensive, not cheaper, farm products."

The Farm Credit Commission

His federal Farm Commission, Mr. Goss explained, would be a policy-making board, and it would function as a marketing agency. It would have 12 members, one drawn from each farm credit district, nominations being made by producers, processors and distributing organizations. "To avoid politics," not more than half would belong to one political party. Election would be by the House and Senate agricultural committees, acting jointly.

The Grange, Mr. Goss said, favors a broad expansion of the marketing agreements act, "so that every commodity which could make use of it would find it available." In cases where the marketing agreement method would not serve, the Grange would provide some other form of a two-price or multiple-price system. The purpose, Mr. Goss said, would be the same—to divert surpluses to secondary uses and distribute any loss which may occur among all the producers. The government would not be called upon either for money or controls.

"We would make production payments available," said Mr. Goss, "only as an emergency measure. We do not want to see agriculture dependent upon treasury payments for its existence. We do not want to see farmers reduced to the uncertainty of income based upon the annual action of Congress. We do not want to see farmers reduced to the political necessity of voting for the candidate who would promise the biggest and best raids on the federal treasury. We do not want to see the government paying a portion of the food bill of American consumers, rich and poor alike, with an unknown drain on the taxpayers which would inevitably result in inflation similar to that which has brought so much economic distress to so many European countries, making the rich richer and the poor poorer. We do not want to see the widespread regimentation of farmers which would follow, with the hordes of public employees necessary to administer such a program."

The Panel Moderators

Dr. O. B. Jesness, chief of the division of agricultural economics of the University of Minnesota, conducted the panel discussion of March 2, and Ron Kennedy, secretary of the Northwest Country Elevator Assn., associate chairman of the 1950 Farm Forum, moderated the panel debate of the following day, when there was an attempt to relate the mutual demands of agriculture, business, labor and the consumer upon one another. There were many speakers distinguished in the realm of agricultural economics.

Too Many Marginal Farmers

Kirk Fox, editor of Successful Farming, called on industry and labor to help relocate at least a million persons who are marginal farm operators and dissatisfied with rural life. He said the Bureau of the Census calls anyone a farmer who has three acres of land or produces products worth $250 a year—which gives the U.S. six million so-called farmers, a third of whom shouldn't be called farmers at all. Eliminating two million—putting them to more useful work—would not reduce the output or income of American agriculture, said Mr. Fox. We don't want to subsidize the unnecessary farmer, he insisted. There would be at least a million either marginal or subsistence farmers in the four million remaining after deleting the unnecessary two million, and these, too, he believed, ought not to have government financial assistance in normal times.

The Consumer Interest

Pointing out the danger of injury to the consumer when the whole force of government and political economy is directed toward supporting prices and limiting production, Dorothy Simmons of the Extension Home Program of the University of Minnesota urged close attention to the consumer interest—which is the largest of all the interests involved in the effort to balance the general economy. She spoke of the need of education in commodity values and of legislative and administrative protections such as the enrichment of flour and bread by statutory enactment. She strongly recommended passage of the Minnesota compulsory enrichment bill which did not emerge from committee in the last legislature but which will be up for consideration again at the next session.

—BREAD IN THE STAFF OF LIFE—

BAKERS CLUB OF CHICAGO COMMITTEE HEADS NAMED

CHICAGO — Setting this year's theme of "building the club's position to one of greater influence, wider scope, and of more importance within our industry," George Neuman, Neuman Pastry Shops, Chicago, new president of the Bakers Club of Chicago, has appointed the chairmen of the four standing committees of the club.

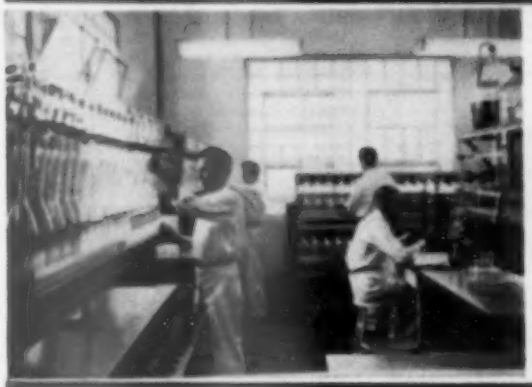
Accepting the assignments and responsibilities of each committee are Carl Hornkohl, Carl Hornkohl Co., Inc., Chicago, entertainment; Tom Dillon, Ekco Products Co., Chicago, membership; E. J. Sperry, Sperry's "Personal Opinion," Chicago, house, with Franklin J. Bergenthal, the Brolite Co., Chicago, as co-chairman, and C. J. Regan, Interstate Bakeries Corp., Chicago, auditing and finance.

In line with the theme of operations within the club and industry during 1950, these committees are now setting up programs of activity and announcements will be made in the near future.

—BREAD IN THE STAFF OF LIFE—

AACC JOINT MEETING

TORONTO—March 10 the Toronto and Buffalo sections of the American Association of Cereal Chemists will hold a joint meeting in Toronto. Dr. Frank C. Hildebrand, General Mills, Inc., national president of the association, will address the meeting.



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Dependent on Aid . . .

The Outlook for U.S. Exports of Agricultural Products

By Dr. J. H. Richter

THE large U.S. exports of agricultural products since the war have depended to a very high degree upon the financial aid that this country extends to foreign nations. Since there is little prospect for easing of the so-called dollar shortage through other sources, the future of these exports will be greatly affected by the continued flow of American aid.

That flow is now on the down grade, while agricultural production abroad is rising. We are, therefore, faced with a general situation that foreshadows a decline in foreign demand, especially in the more distant future. The value of U.S. agricultural exports is likely to continue high in 1949-50 and 1950-51 but in all probability will be lower than in 1948-49.

We should remember that, in any attempt at prediction, the economist today must contend with the inception and operation of policies that are, to some extent and over a period of time, autonomous factors in determining economic developments. Economic analysis alone cannot predict the behavior of governments in these respects. All it can do is reveal some of the economic forces that have a bearing upon such measures.

The policies and actions of governments and individuals are not altogether arbitrary, however, at least not in that part of the world that pursues economic activity to economic and social ends. In the long run, policies and actions tend to follow the dictates of the hard facts and circumstances with which they must cope. Our crystal gazing may, therefore, be made somewhat less speculative and haphazard if we try to appraise some of these facts and circumstances.

EDITOR'S NOTE: The accompanying article is the essential text of an address by Dr. Richter before the recent meeting of the Agricultural Outlook Conference on the prospects for U.S. farm exports. Dr. Richter is head of the European division of the Regional Investigations Branch, Office of Foreign Agricultural Relations.

Prospects for Total Exports

Total dollar expenditure by foreign countries in the U.S. depends on the supply of dollars or gold that they can and are willing to draw upon. It is true that not all of this expenditure goes for purchases in the U.S. since there are some other areas where buying is also done against dollars or gold. Unless these areas accumulate dollar balances or gold, however, such funds will indirectly flow into the U.S. as immediately effective buying power. For all practical purposes dollar disbursements by foreign countries that end up in accumulation of gold or dollar balances by other foreign countries may be expected to remain constant, that is, at the present rate, for some time to come.

If we assume this, it will be seen that the foreign buying power for American goods and services during the next 18 months may be expected to continue at the same rate as, say, in the past year, plus or minus any changes in dollar earning abroad, or any changes in disbursements from dollar loans or grants to foreign countries, or any changes in the liquidation for dollars of foreign assets or of gold.

Liquidation Rate Down

With respect to the liquidation for dollars or gold of foreign assets, it is probable that the rate of such liquidation in the next 18 months will decline. Since the war these assets have been drawn down considerably and what remains does not allow much further liquidation. Disbursements from grants and loans by the U.S. in 1949-50 will still be above 1948-49—at a rate declining through the year; in 1950-51 such disbursements will almost certainly be much below either 1948-49 or 1949-50. In this appraisal, consideration has been given not only to the declining appropriations under the European Recovery Program but also to the prospective level of any other loans or grants, by U.S. or international agencies, and to the inception of the military-aid program for Western Europe. While disbursements under the latter program will be principally for military equipment additional to previous dollar procurement of such supplies, it may release a small amount of other dollar purchasing power for civilian purposes.

As to the dollar earnings by foreign nations, it is doubtful whether they will increase in the near future, even though the recent devaluations

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will make foreign services and manufactured goods more competitive than they otherwise would be. In any case, if there were to be an increase in dollar earnings it would probably be slight.

Smaller liquidation of gold and dollar assets and, later, also a net decline in the disbursements of dollar grants and loans, probably not offset by larger dollar earnings—this, then, would seem to picture the outlook for the development of dollar purchasing power for U.S. exports of goods and services for civilian purposes.

Decline on Imports Seen

Barring a fundamental change in policies, our first general conclusion would thus be that the expenditure by foreign countries on imports from the U.S. in 1950 and 1951 will decline.

There is nothing startling in this expectation. It could be altered only by the assumption of policies on the part of the U.S. as well as the rest of the world that are not likely to be adopted. One would be the continuance, to an unchanged or even increased extent, of U.S. grants and loans, be it directly or through the channels of international agencies and actions.

If, however, the world is to make progress toward the presumed goal of eliminating the grave imbalance that now exists in international economic relations, the countries that at present rely so heavily on foreign aid will have to take measures to sustain themselves without extraordinary financial assistance from abroad. They can do this only by increasing their productivity or by lowering their standards of living. The recent currency devaluations prepare the way for steps in both directions. Both imply intensified competition for American producers—within those countries, or in the U.S., or in third markets; hence, they also imply larger general imports or reduced general exports by the U.S. or both.

Prospects for Farm Exports

Descending from the general to the specific, it is at once clear that the difficulties in appraising the outlook multiply when we turn from a consideration of prospective expenditures on American exports in general to expenditures on American agricultural exports in particular.

Two things, however, follow directly from the premises previously discussed. First, that expenditure on the importation of U.S. agricultural products will operate within the framework of smaller total dollar expenditure. Second, if total foreign expenditure of dollars in U.S. markets declines, the products that are less necessary under a declining standard of living, or less necessary for increasing productivity, will have a relatively low priority.

Conversely, the basic commodities, including agricultural, will be more prominently stressed in the purchases from the U.S. by countries that must retrench their general dollar expenditure. To some extent, and with respect to some commodities, priorities may be modified by special actions, as we shall see. But basically these priorities will be of great influence.

In considering the specific outlook for foreign expenditure on agricultural commodities from the U.S. let us be quite clear about the anomalous character of the great expansion in American agricultural exports during and after World War II. The anomaly, which may be seen both in the total volume of such exports and in their composition, is, of course, due to the effects and after effects of the war. The total value of American agricultural exports in 1946-47 to 1948-49 was about 4.5 times the average 1930-31 to 1938-39.

The volume of these exports, measured by a quantity index that eliminates the change in prices, was up by about 50%. At the same time, that increase was most unevenly distributed. Exports of tobacco after the war were somewhat above the prewar average; exports of fruits were three-fourths of prewar; cotton only one-half to two-thirds.

Large Decrease in Grains

On the other hand, exports of wheat and flour had risen to an average of 450 million bushels—or more than 6 times the 1930-38 average and 2.5 times the average of U.S. exports in the 5 years ending 1930-31. A substantial increase also took place in U.S. exports of grains other than wheat, of oilseeds, vegetable oils, lard and dairy products. The determining influence of the effects of the war and its aftermath is quite obvious from these developments.

The increase in U.S. shipments of grain, fats and oils, oilseeds, and dairy products is due to the wartime and postwar declines in production and export supplies in Europe and the Far East. Some of these declines must be viewed as a passing phase. Others are likely to persist.

It is probable, for example, that export supplies of rice and fats from the former Far Eastern export territories will remain below prewar or that grain surpluses from Eastern Europe will not regain their prewar importance.

With respect to cotton, some of the foreign exporters who during the war reduced their cotton output in favor of food crops are likely to recapture part of their former position.

The conclusion is that the developments and conditions that have boosted our exports of some products are largely of a temporary nature, while those developments and conditions

continued on page 30

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Government Reports Progress in Bread Staling Research

WASHINGTON — Bread that will stay fresh is the continuing goal of federal research, according to a report recently released by the Office of Technical Services of the U.S. Department of Commerce.

The report, a summary of progress made by Purdue University on an Army Quartermaster Corps project, is concerned with preventing or retarding the rate at which bread becomes stale, an important source of loss in supplying food to troops.

Tentative successes and failures are recorded as of the date of the report. A search for a wheat strain with naturally waxy properties, which would retard retrogradation, was unavailing. On the other hand, certain wetting agents were found of distinct assistance in reducing the rate of retrogradation in corn amylose.

It was also found that Aroostoocrat potato amylose retrogrades more slowly than wheat or corn amylose, the latter two deteriorating at about approximately the same rate.

Data obtained from an oxidation study, according to the report, showed that it would be impractical to bleach flour to the extent it would have to be bleached in order to reduce the retrogradation of the amylose fraction.

Two major hopes for retarding the rate of bread staling appear to remain as of the date of the report: the preparation of bread from hydrolyzed flour, and the addition to bread doughs of certain amino acids, proteins, wetting agents or sugars.

Further investigation is also proposed of the preparation of a wheat mutant by X-ray treatment, so as to produce a strain with waxy characteristics.

PB 99032, Prevention of Bread Staling, 50 pages including graphs, sells for $6.25 in photostat form, $2.50 in microfilm. Orders should be addressed to the Library of Congress, Photoduplication Division, Publication Board Project, Washington, D.C., not to OTS. Checks or money orders should be made payable to the Librarian of Congress.

Also available from the Library of Congress is PB 99032 Relative Stability of Thiamine Chloride, an investigation of the enrichment effect of this compound in canned bread. The price is $1.25 in microfilm or photostat.

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SPOKANE MAY REQUIRE REFRIGERATION OF PIES

SPOKANE — Spokane bakers may be required to deliver cream pies in refrigerated trucks, according to Dr. J. B. Eason, city health officer of Spokane.

Cream-topped and custard pies are sources of food infection and become bacteria laden if they remain exposed in warm weather, it is held. Dr. Eason has cited specific instances where cream pies exposed overnight had been tested by the department and were found to have been infected.

He said there is a state health department regulation which requires refrigerated equipment for delivery and storage of certain kinds of pies. There is also a local health ordinance which could be applied, Dr. Eason believes.

The regulation would be extended to require refrigerated storage equipment in stores and restaurants until cream pies are served, Dr. Eason explained. The department has encouraged refrigeration for a long time and has advised local bakers of bacteria dangers, he said.

CAKE DECORATING CLASS

MIAMI — A free class in cake decorating has been established by the Dade County Board of Education for bakers, pastry cooks, chefs and confectioners. Classes are held twice weekly, on Monday and Wednesday evenings, in the Lindsey Hopkins Vocational School.

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U.S. Export Outlook

(Continued from page 27)

that have reduced our exports of other products, or make further reductions probable, bear a more permanent character.

Decline in Cereals Seen

As the production of cereals in Europe and the Far East recovers further in the next several years, import requirements of these deficit areas will decline from the abnormally high levels of recent years. There should also be somewhat greater supplies from those areas that had larger export surpluses before the war—Argentina and Eastern Europe—since the whole situation exerts strong pressure toward greater exchange of Western Europe's industrial items for foodstuffs and feedstuffs of these surplus regions. Such developments will tend toward a gradual reduction in the requirement for grain from the U.S.

It is unlikely, however, that these influences will lower drastically the exports of grain from the U.S. during the current or the next fiscal year.

First, the increase in production in the deficit countries will be slow and in some areas consumption is still likely to increase with the increase in production. Even when Western Europe reaches a per capita production equal to that before the war, imports—about one-third of consumption—will still have to be larger than before the war, if consumption by the increased population is to be at the prewar per capita level.

Second, it is improbable that export supplies from Eastern Europe and from Far Eastern export areas will rapidly reach their prewar volume—possibly they never will. Japan and India will continue to depend on large imports from outside the Far Eastern area.

It is, therefore, probable that—with the high priority that grain imports have in the deficit countries—export sales of U.S. wheat and grain in general will continue on a large scale during 1949-50 and 1950-51, though probably at declining rates and below the record shipments of 1948-49. In a longer period ahead, U.S. exports of grain will probably decline further but they are likely to remain substantially above the small exports before the war.

Fats and Oils

Fats and oils continue to be in short supply in Europe and over most of the Far East. The increasing European output cannot keep pace with consumption needs. Even at the end of the ECA period, Western Europe expects to import more of these essential commodities than it takes at the present time. It is not unlikely, therefore, that for some time to come import buying by the deficit areas will continue at least at the present rate.

Among all foodstuffs, fats together with cereals will have the highest priority on dollar expenditure by the deficit countries. However, since local production as well as availabilities from the soft-currency sources are on the increase, since stocks have been somewhat replenished in the past year or so, and since hard-currency funds must be carefully husbanded, it is probable that these countries will continue to show caution and selectivity in their purchases. Furthermore, European demand definitely favors oilseeds in preference to fats and oils as such, which will be of some influence in the direct export demand for American lard. Exports from the U.S. in 1950 of all fats and oils, including oilseeds, should not differ greatly from the elevated level of 1949, although they will probably be somewhat below that record year.

Dairy Products

The U.S. position with respect to its foreign trade in dairy products continues to readjust itself in the direction of patterns for the prewar period. Further declines in exports are likely in 1950. Increases in foreign production have been substantial.

Conclusions

If we want to have a measure of the precarious foundation on which U.S. export trade rests, we may look at the composition of the total dollar supply that goes to buy these exports. In 1948-49, dollar earnings of foreign countries paid for only about two-thirds of our exports.

The remaining third the U.S. has largely given away.

A very great expansion of American imports and other expenditures abroad would, therefore, be necessary to balance the accounts if our exports in general were to be maintained at present levels. Import needs of the U.S. are limited by the extent, variety, and development of its own resources. It is the world's most efficient industrial and agricultural producer. In such a position, it seems altogether improbable that this country should in the near future be willing and able to expand its imports on a vast and unparalleled scale.

It is true that, while a sufficient increase in American imports is improbable, some increase over a longer period of time is likely and will contribute to relieving economic imbalance throughout the world. There should also be possibilities of encour-

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aging travel abroad and expanding expenditure on other invisibles.

Certainly we must see the problem and do our utmost to help foreign countries to earn more dollars so that they may be able to buy and so that a large volume of world trade may contribute to the welfare of all nations. But we must be under no illusion about the realities since, with increases in many types of imports, a vested producer interest is adversely affected.

By and large, an increase in American imports does not depend upon the good will of the American people, but on economic, institutional, and political circumstances and social propensities—both in the U.S. and abroad—that are apt to change only slowly.

If we thus realize that a possible increase in U.S. imports and other expenditures abroad will neither rapidly nor fully alleviate the problem of imbalance in international economic relations, the alternative becomes clearly apparent: If exports are to be substantially maintained, U.S. aid to foreign countries through grants or loans or direct foreign investments will have to continue; or if this total outflow of funds is to be reduced, exports will likewise decline. This, after all, is almost commonplace. But the sooner the position is thoroughly understood and acted upon, the better will it be for the interest of the country. And the sooner will we all realize that each one of us has a stake in these big decisions of economic and political policy.

Julian M. Livingston Presents Funds to AIB Library

CHICAGO—Julian M. Livingston has presented funds to the American Institute of Baking for the purchase of library equipment for the Louis Livingston Library in the new AIB building now under construction.

Twenty-five years ago, he and his brother, the late Milton Livingston, purchased the Wahl-Henius collection, a recognized source of information on fermentation, and gave it to the institute as a foundation for the Louis Livingston Library, a memorial to their father, a pioneer Chicago baker. Since that time he has given much support to the library.

The present gift provides funds for the purchase of the desired equipment such as stacks, tables, periodical shelving, a card catalogue, additional filing cabinets, desks and lamps.

In the plans for the new quarters, there will be 30% additional shelf space for the library. There also will be an area which provides for an eventual addition of another set of stacks. Plans provide a seating capacity of 25 people.

Six filing cabinets are to be purchased, bringing the total to 20. These contain tens of thousands of items on technological problems, trade information and on the history of the baking industry and its allied trades, available to staff and students of the institute, as well as to outside sources seeking baking information.

Since its beginning, the Louis Livingston Library has been recognized as an outstanding source of information on baking and fermentation. According to the librarian, Ruth Emerson, its expanding facilities are making it of more direct value to the baking industry and to those agencies interested in its activities.

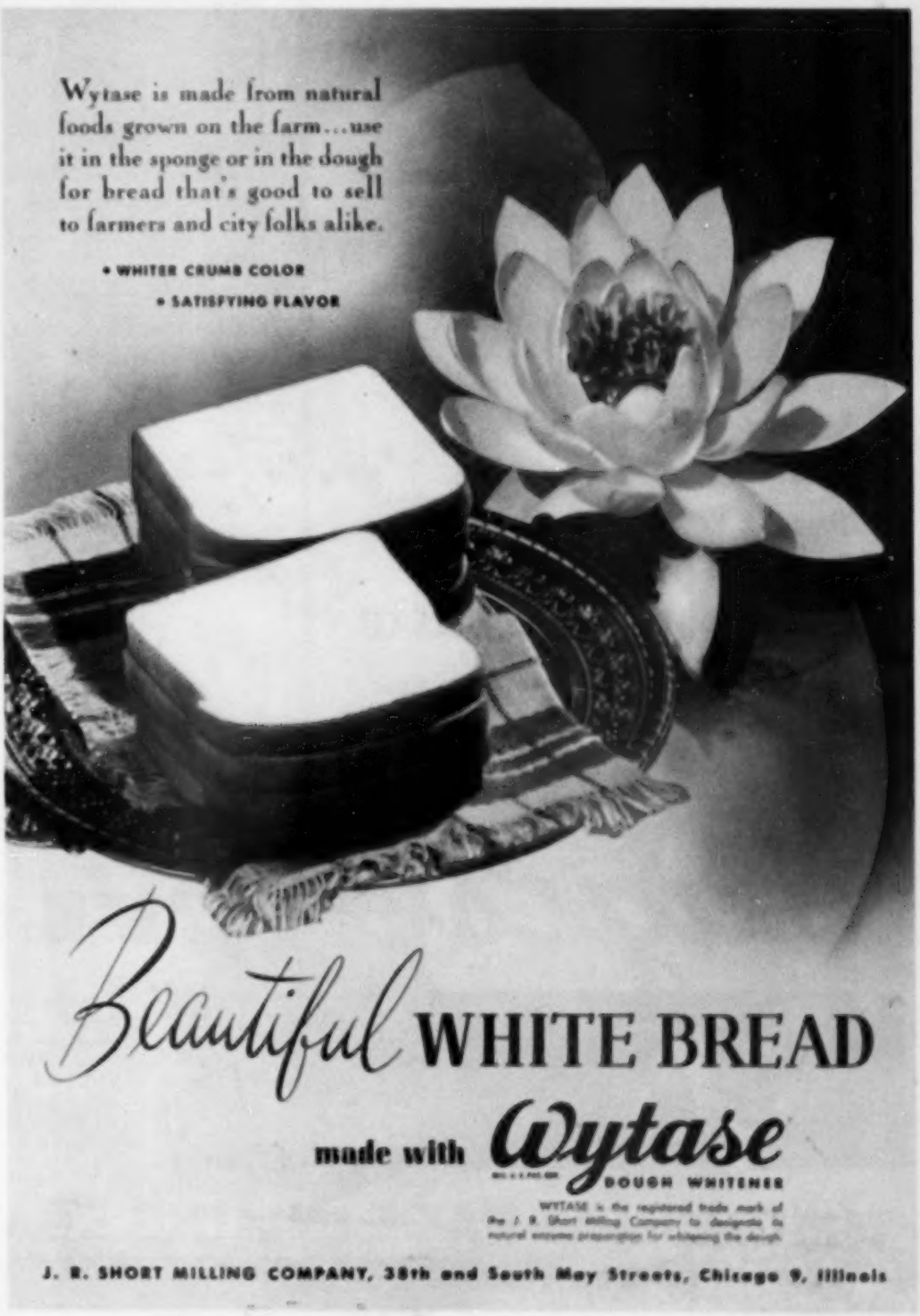
WISCONSIN ALLIED GROUP SETS POLICY ON DONATIONS

MILWAUKEE—Requests for donations, contributions of prizes, purchase of advertising space in various types of publications which rarely reach potential customers, from within as well as from outside the baking industry, will in the future have to be cleared through the secretary's office of the Wisconsin Flour & Bakers Allied Trades Assn., according to a unanimous decision made by the association membership at the group's Feb. 17 meeting.

It was pointed out that these requests have been "growing with alarming speed" and that the cost of such contributions over a period of time was far in excess of returns allied tradesmen and firms could ever expect through good will or increased patronage.

All such requests to allied tradesmen and firms, after being received by the secretary's office, will be referred to a special committee for study and decision.

It was also reported at the meeting that plans for the April 10 sales clinic for bakery sales people had progressed sufficiently to announce that two features of the evening session would include a style show in which the new 1950 women's apparel styles from cotton bags would be modeled, and that there would be a skit in which "suggestive selling" would be highlighted. There will also be a display of various items made from the flour bags by members of the Milwaukee Bakers Ladies Assn. The cotton bag style show will be staged with the cooperation of the Textile Bag Manufacturers Assn., which will provide the dresses, sports attire, bathing suits, and other spring-summer women's apparel to be modeled by local girls.



SUNNY KANSAS

There is still room in the baking business to attract attention and build sales with higher quality products. If you're looking for bread improvement, let SUNNY KANSAS flour give you a fine start toward that goal. SUNNY KANSAS has earned its reputation for making good loaves better.

THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity 1,000,000 Bushels Storage

WICHITA - KANSAS

CABLE ADDRESS, "SENTINEL"

DOUGHNUTS AUTOMATICALLY—David Levitt, right, president of the Doughnut Corporation of America, shows Jack U. Lemmon, Jr., some of the new features of the company's automatic raised doughnut equipment recently installed in the DCA Newark production shop.

DCA Demonstrates Automatic Doughnut Plant to Bakers

NEWARK—The first fully automatic raised doughnut manufacturing plant in the East was officially opened recently at the Newark doughnut production bakery of the Doughnut Corporation of America.

Bakers were on hand to see the first jelly and glazed rings come off the automatic line-up. They were officially welcomed by David Levitt, president of Doughnut Corporation of America. Mr. Levitt explained that research development on the equipment was started 22 years ago and intensive work was done continuously for the last 12 years to overcome all of the problems that came up in designing equipment and mix.

The first completed model has been in operation in the Omar Baking Co., Columbus, Ohio, and an abbreviated model was on display at the Baking Industry Exposition at Atlantic City last October.

This was the first full size installation put into practical operation in the East. The new equipment automatically makes 600 jelly and/or

B. A. ECKHART MILLING CO. Chicago

MILLERS OF

WHEAT and RYE

FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

Page's FLOUR

MILLERS OF FINE FLOUR SINCE 1892

MILLS LOCATED AT ATCHISON, KANSAS

Top quality is always a bargain . . . and PAGE'S flours are bargains of that class. PAGE'S quality is backed by a four-state wheat supply, available because of the exceptional PAGE mill location.

THE THOMAS PAGE MILLING COMPANY, INC.

PAGE US FOR FINE FLOUR

Helps build your reputation as a baker of the finest cakes

PIKES PEAK
CAKE FLOUR

The COLORADO MILLING & ELEVATOR COMPANY
General Offices DENVER, COLORADO

glazed rings an hour. The machine automatically cuts, proofs, fries, glazes and cools the doughnuts. The glazed rings are delivered right on to the packing table. The jelly doughnuts are delivered into the automatic sugaring machine and then filled with jelly prior to delivery to the packing table.

Ben Wilson, DCA's director of production, explained in detail the operation of the equipment, its flexibility in the making of various types of doughnuts needed in the grocery and restaurant field, and exhibited the various new types of packages that are now available for development, particularly in the grocery field, with the advent of the new method of making a better keeping, more scientifically controlled, finished product.

VALUE OF FLORIDA BAKED GOODS UP 130% SINCE '39

TALLAHASSEE—Florida bakeries produced approximately $35,000,000 in breads, cakes, cookies, crackers, pies and pastries last year, according to the Florida State Chamber of Commerce. There are 91 wholesale commercial bakery establishments in Florida.

These plants are reported in the business review of the state chamber's research and industrial division as having some 3,400 employees and an annual payroll of about $8,500,000. The value of bakery and related goods produced in the state has increased about 130% since 1939. At the same time, costs of materials used in the manufacturing of these goods are up 165%.

The Florida bakery plants include 46 which sell primarily to grocers; 28 which sell most of their products to hotels, restaurants and institutions; 11 plants which own their own chain of retail outlets and six plants of other types.

Bakery products made by hotels, restaurants and institutions for their own uses and bakeries which retail their own products on the same premises, are not included in this report.

A Record...

that shows we're on the BAKER'S team

Our records show that the *Commercial Baker* is our best customer. Very little of our flour goes into family flour packages . . . none into prepared mixes. Naturally we're always on the alert to cooperate with the "Baker's Team"!

Milling uniform . . . high grade flour is our *specialty* . . . not a side-line. By *specializing* we are able to offer improved service on a complete line of baker's flour of tested quality.

Information regarding our complete range of flours and prompt, friendly *specialized* service are yours for the asking.

"The Beardstown Mills" 75 YEARS OF PROGRESS 1875 1950

Helping Commercial Bakers get OVER THE TOP!

SPRING WHEAT FLOURS ★ HARD WHEAT FLOURS ★ SOFT WHEAT FLOURS

"The Beardstown Mills"
BEARDSTOWN, ILLINOIS

Texas Bakers Complete Plans for April 16-19 Meeting

DALLAS—Program plans are being completed for the 50th anniversary convention of the Texas Bakers Assn. at the Plaza Hotel here April 16-19, according to a recent announcement by Beverly A. Peel, Richter Baking Co., Corpus Christi, Texas, president of the group.

The meeting is being held during Fiesta Week here, Mr. Peel pointed out in recommending that bakers reserve their accommodations as soon as possible.

The convention will open April 16 with a directors' meeting at 10 a.m., registration beginning at 1 p.m. and the president's reception, honoring all past presidents, in the evening.

The morning of April 17 will be featured by the "Saga of TBA," directed by Herman Richter, Jr., general convention chairman, and including pioneers in the baking industry in Texas. Dr. Kenneth McFarland, General Motors, Inc., will deliver the keynote address, followed by M. Lee Marshall, Continental Baking Co., New York, chairman of the American Bakers Assn. A golf tournament will take place in the afternoon.

The Early Bird's Breakfast will begin at 7:30 a.m. April 18, followed by separate wholesaler and retailers' sessions. E. J. Sperry, Sperry Industrial Publications, Inc., Chicago, will act as moderator of the wholesalers' session featuring "Problems of the Day"—public relations, merchandising, management, production and advertising. The group will meet at the Plaza Hotel.

The "Retailers Jubilee Anniversary Fair" will be held at Martin's Bakery, with C. A. Gates as director. Nationally known production and merchandising authorities will be present.

Matty Bell, football coach, Southern Methodist University, will appear on the program at 9 a.m. April 19, showing motion pictures of the 1949 SMU-Notre Dame football game. Mike Deck, chairman of the school publicity committee of the Texas Bakers Assn., will speak on "Interesting Youth in the Baking Industry."

Additional speakers, association business and escorted visits to San Antonio bakeries will also be on the program. A dinner dance will include the convention at 8 p.m. April 19.

Headquarters of the association are at 1134 National City Bldg., Dallas 1, Texas.

BEN A. WEISMAN NAMED ASSISTANT TO UNGER HEAD

CLEVELAND — Ben A. Weisman has been appointed assistant to the president of the Unger Co. here, according to a recent announcement by Louis A. Unger, president and general sales manager.

Mr. Weisman has been with the Unger firm over 25 years. Recently in charge of sales in Pennsylvania, New York and Michigan, during the past five years he has served in all territories covered by the company.

FOR BAGS THAT SAY,

"Look this Way, Please"

Call for Fulton!

FULPRINT COTTON BAGS BUILD *REPEAT* SALES!

Fulprint cotton flour and feed bags, with their popular, sought-after, re-use value for home sewing, dress up your product . . . dress the family that buys it . . . and keep repeat sales coming back to you.

Gay, colorful, up-to-the-season prints catch the eye and hold the customer. Quality brings customers back for more of this thrifty, fashionable sewing material.

Fulton's band-label printed with your brand gives added display value and spot lights your brand . . . leaves the cloth ready for use when the label is easily soaked off.

BRANDS DESIGNED FOR EYE-APPEAL

For the *second* look that sells, *first* make sure your bag is an eye-stopper.

From the raw cotton to the finished bag, every operation in Fulton production is under one control with one central responsibility . . . which assures you one top-standard of quality.

Fulton know-how and show-how give your product the eye-appeal that makes it stand out in a crowd . . . give you a bag that tells a quality story. For a bag that displays your product so it won't be lost in the showroom shuffle . . . that sells your trade name and your product at the same time . . . Call for Fulton.

CONVENIENT PLANTS FROM COAST TO COAST MAKE CALLING FOR FULTON EASY.

Fulton BAG & COTTON MILLS

Atlanta • St. Louis • Dallas • Kansas City (Kans.) • Denver
Minneapolis • New Orleans • Los Angeles • New York

DO YOU KNOW . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 55 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Bananas contain about 12% carbohydrates. True or false?

2. In order to avoid discoloration due to caramelization, kisses and meringues should be baked at a low temperature, about 225-250° F. True or false?

3. Bee cakes are either square, oblong or round coffee cakes covered with long thread coconut that has been colored with a yellow coloring material. True or false?

4. Angel food cakes may have hollow bottoms due to the egg whites being over beaten. True or false?

5. Saccharin is from 200 to 300 times sweeter than cane or beet sugar. True or false?

6. The main reason for using low pressure steam in the oven during the early stages of baking bread is to produce a better oven spring. True or false?

7. Dry rendered lard has a more pronounced lard flavor than either open kettle rendered or prime steam rendered lard. True or false?

8. There is no objection to thawing out frozen fruit, for pie fillings, in a steam kettle and then cooking the thawed fruit and juice at one time. True or false?

9. In some white cake batters both baking powder and cream of tartar are used as the latter ingredient helps to produce a whiter crumb color. True or false?

10. Puff paste margarine is sometimes used in certain types of ice box butter cookies, to replace part of the butter, in order to produce a dough that will handle easier.

11. The use of iodized salt in bread making has a detrimental effect on its flavor. True or false?

12. Red colored wrappers used for packaging cookies help to retard rancidity. True or false?

13. To replace butter in a cake formula with shortening, it is necessary that each pound of butter be replaced by 10 oz. shortening, 1 oz. salt and 5 oz. milk. True or false?

14. Unless otherwise stated, when a bread or roll formula calls for 1½ or 2½% salt, this percentage is based on the amount of water in the formula. True or false?

15. To help decrease the tendency for some layer cakes to peak up in the center during baking, the temperature of the oven should be raised. True or false?

16. Almond and coconut macaroons should be baked on paper and usually on double pans. True or false?

17. Lard has a higher melting point than hydrogenated shortening. True or false?

18. When making angel food cakes, the cream of tartar in the formula should be sifted in with the flour. True or false?

19. In some bake shops, excellent bread is being produced that has been proofed at 104 and 105° F.

20. Heating chocolate icing over 110° F. is very apt to cause it to turn gray or spotted on the cakes within a very short time. True or false?

STANDARDIZATION OF PEST CONTROL MATERIALS URGED

CHICAGO—A plea for support in establishing and enforcing use of safe materials in pest control work in food processing plants was made recently by Milton E. Parker, director of the food engineering program at the Illinois Institute of Technology.

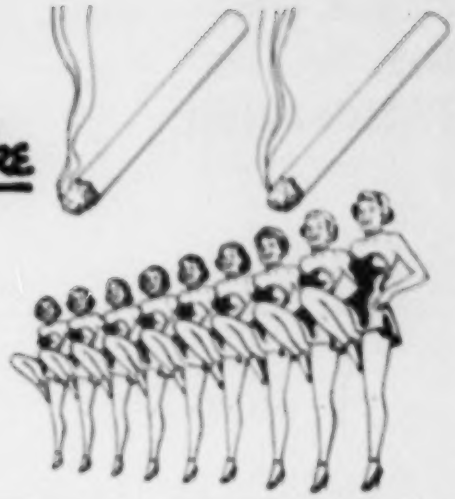
Speaking before the 14th annual Pest Control Operators Conference at Purdue University, Mr. Parker pointed the need of education in and standardization of pest control materials which may find their way into food.

"The reputation of pest control operators and the extent of their value to the food processing industry depends upon their support of a program demanding the acceptability of safe pest-control materials and methods and enforcement of their use," he said.

NAMES DISTRIBUTOR

NEW YORK—The Mill Creek Products Co., Inc., manufacturers of insecticides for the food industries, has announced the appointment of Paul Bancroft, Jr., as California distributor for its products. Mr. Bancroft's offices are in the Bancroft Bldg., San Francisco.

It's enough for cigarettes to smoke alike



...and for the chorus to step alike

But flours have to

BE ALIKE!

3 extra steps guarantee uniformity

IT'S BIN AGED

AND IT'S BIN CHECKED

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hair-line adjustment.

EXTRA STEP No. 2—we make a special bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

Program Group Maps Plans for Tri-State Meeting

NEW ORLEANS—Regulations for the handling of room reservations for the 16th Tri-State Bakers Assn. convention, slated for April 30-May 2, 1950, have been sent to all members of the organization, according to announcement by John Wolf, president, together with form sheet for room requests.

Headquarters will be established at the Jung Hotel, New Orleans, but reservations for rooms will be handled by a special committee appointed by Mr. Wolf, at the request of the New Orleans Hotel Assn. and the New Orleans Chamber of Commerce. Hence, all requests for rooms should be directed to Room Reservations Committee, Tri-State Bakers Assn., 401 Board of Trade Bldg., New Orleans 12, La.

All New Orleans hotels are crowded, Mr. Wolf explained, so the organization is not able to get sufficient rooms at the headquarters hotel, the Jung, and it was necessary to get the needed number of rooms at various hotels. This was handled through the hotel association and the Chamber of Commerce.

"Because of this, the reservations," Mr. Wolf pointed out, "will be assigned on the basis of first-come-first-served, with only one double room allotted to any one allied firm. No single rooms are available. As in the past five years, the reservations committee will continue the policy of not allotting a parlor suite to any allied firm, bakery or individual, or any type of reservation other than a double room."

Mr. Wolf also reminded members that New Orleans hotels are enforcing a regulation which permits guests to remain only five days.

The program committee, under the chairmanship of J. Roy Smith, Smith's Bakery, Inc., Mobile, Ala., met recently at the Jung Hotel, and mapped general plans for the convention program.

"A GOOD Package Design is MORE than art-work"

Says:
EGMONT ARENS
(One of America's top-flight package designers)

"Designing a package is not just a matter of putting a pretty picture on a box. It is the proper coordination of many elements such as basic structure, package machinery, consumer research, color and design. Above all, it calls for careful selection of packaging materials that will protect the product from factory to home."

Check the sales leaders in field after field and you will find well-engineered packages . . . and over and over again, you will find a Riegel paper inside for product protection. Many other Riegel papers are designed for flexible packages, for laminates, for outer wraps and for almost every requirement in protective packaging . . . papers that always perform smoothly on modern high-speed machines.

Tell us your needs, and we believe we can offer you a paper that will do your job . . . efficiently and economically.

RIEGEL PAPER CORPORATION
342 Madison Avenue, New York 17, N.Y.

Riegel *Tailor-made Papers for Protective Packaging*

IN NEW DEPARTMENT

BROOKLYN — Dr. Franklin T. Peters has been assigned to the newly formed development department of Glyco Products Co., Brooklyn, N.Y. He has been with the company, in the sales department, since 1947 following 10 years with E. I. du Pont de Nemours & Co. in research positions. Dr. Peters will be available for consultation on new chemical products to be made in the facilities available at the Natrium, W. Va., plant.

Procter & Gamble to Construct New Research Center

VENICE, OHIO — Plans for the construction of a new research building near here have been announced by Richard R. Deupree, chairman of the board of the Procter & Gamble Co.

The two-story research building, according to the announcement, will house the most modern research equipment and laboratory facilities and will permit a material increase in the company's research and development activities. The general plan is completed and preliminary engineering on the building is well under way.

The building, estimated to cost at least $1,500,000, is expected to be completed in about two years, on a 200-acre tract of land which the company acquired last April.

J. G. Pleasants, vice president in charge of manufacture, said that the building "has been made necessary by the growth of our business and the need for more facilities to carry on the basic research and development work which is such an important part of our never-ending search for products that will serve the public better."

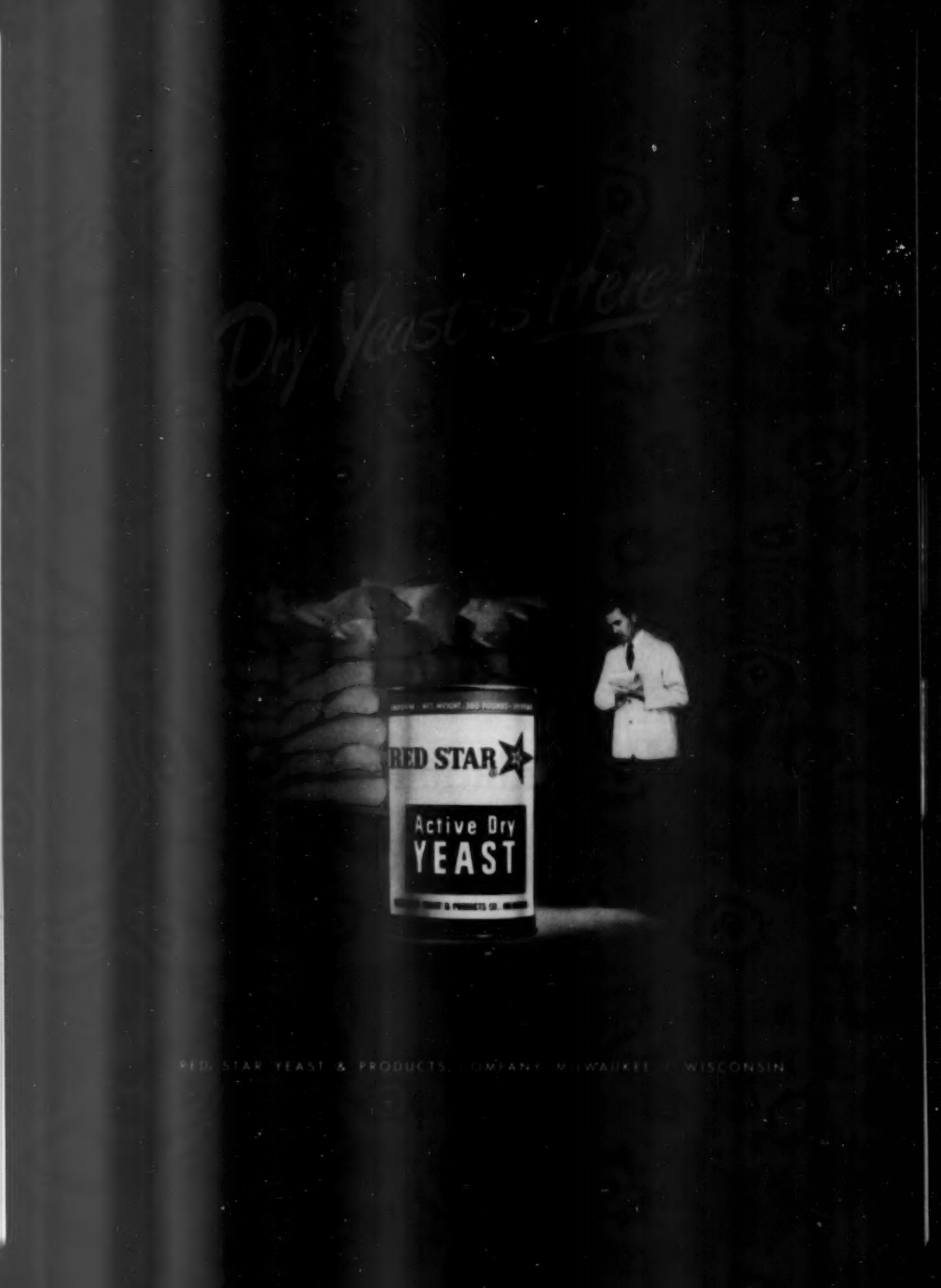
Mr. Pleasants emphasized that research has played an important part in the history of Procter & Gamble ever since the company's first laboratory was established in 1885, and that continued research is essential to protect the interests of the company's customers, its employees and its stockholders.

EDWARD J. McKEEVER NAMED BLODGETT REPRESENTATIVE

BURLINGTON, VT.—The G. S. Blodgett Co., Inc., local oven manufacturing firm, has announced the appointment of Edwin J. McKeever as sales representative for the company in the eastern middle Atlantic states area.

For the past 10 years, Mr. McKeever has been with the Brooklyn Union Gas Co., for the past four and one half years as commercial representative.

He will call on dealers in metropolitan New York, New Jersey, Delaware, eastern Pennsylvania, Maryland and Washington, D.C.


Dry Yeast is Here!
RED STAR
Active Dry
YEAST
RED STAR YEAST & PRODUCTS COMPANY MILWAUKEE WISCONSIN

Bread—the Worker's Best Buy in Food

By William F. Schnitzler

General Secretary-Treasurer
Bakery & Confectionery Workers' International Union

BREAD, man's basic food, continues to be improved as it has been throughout past ages, and the product's progress is in no small measure due to the efforts of union bakers.

While other standard foods continue in their present form as they were in antiquity, bread alone has actually improved. Milk is milk. Meat is meat. Vegetables have not been improved in their digestibility or nutrition despite new strains produced by horticulturists.

Bread alone has been improved in taste, texture, digestibility and nutrition to the point where it is now the unrivalled "best buy" in food. More than that, it is by far and away the cheapest as well as the best food for man today!

Economic planning and production, skilled workers, modern and efficient plants, have made today's baked bread and other flour products Mrs. Housewife's best friend in controlling food budget costs.

EDITOR'S NOTE — The accompanying article on bread is reprinted from the February, 1950, issue of the Bakers' and Confectioners' Journal, official publication of the Bakery & Confectionery Workers International Union of America. Written by William F. Schnitzler, general secretary-treasurer of the union, advance copies of the article were mailed to almost 300 labor weekly newspapers and more than 100 AFL international union publications in the interest of the baking industry and its workers.

Vitamin Enriched

More than that, today's baked bread with vitamin enrichment, added at no cost to the consumer, is the best and cheapest food for working men, growing children and active people. In addition it has the easy digestibility factor necessary for old people, invalids and others. Yes, bread and allied products are the perfect food.

However, it is important to the welfare of the consumer that he buy bread with complete assurance of skillful blending and proper processing under clean and sanitary conditions.

But how can the average consumer know? He can't go out and inspect the bakeries. He certainly can't believe the advertising claims because they are, naturally, prejudiced. What can he do?

There is one simple answer. Look for the union label!

Because the Bakery and Confectionery Workers' Union is going to see to it that the people it represents work in a clean place.

Nutritious Value

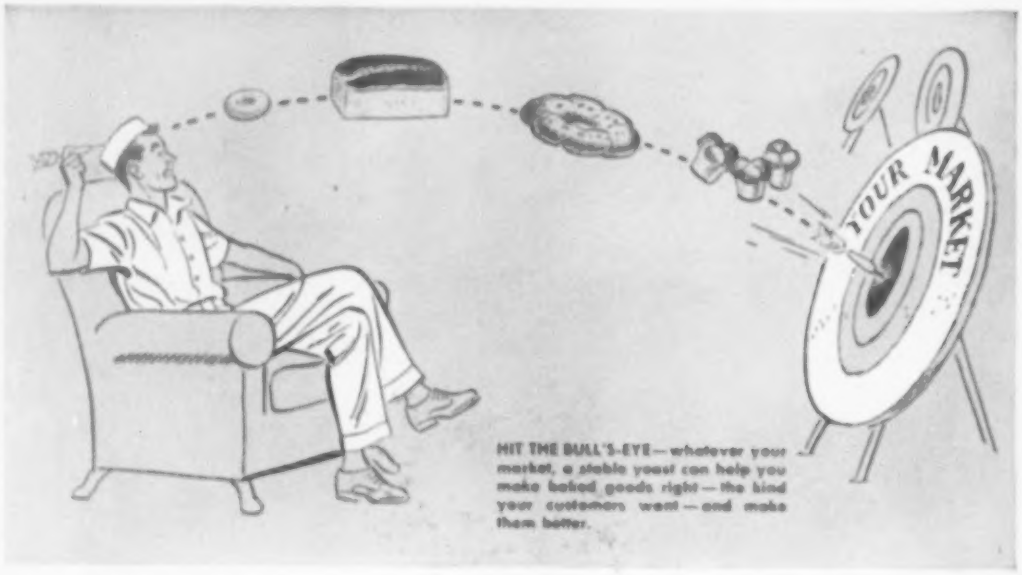
There is no more wholesome or nutritious food to be found than bread and the best and cheapest way to obtain it is from bakeries, the best of which are unionized. The very fact that the per capita consumption of bread in this country has fallen in the past ten years is indicative that the people, with more money to spend, are spending it on the more expensive foods. Instead of relying for their nutrition on economical bread and bread products, they are buying more "luxury foods."

Even today, however, a family on a low-cost diet spends 11¢ of its food dollar on modern enriched baked foods. For that 11¢ of the food dollar, the family gets 25% of its calories or energy, 30% of its protein, 13% of its calcium, 43% of its iron and 49% of its thiamine and Vitamin A.

These are not a baker's figures but were obtained from the Bureau of Labor Statistics and were recently used by a representative of the American Institute of Baking on a nationwide radio broadcast, during the course of which he pointed out the extreme economy of modern baked goods.

The representative, Mr. Howard Hunter, referred to a statement by Secretary of Commerce Charles Sawyer that the wage earner today gets more for his labor in the form of bread than he did formerly. Now, according to Secretary Sawyer, a laboring man gets ten loaves of bread

A stable yeast gives you the "control"



HIT THE BULL'S-EYE—whatever your market, a stable yeast can help you make baked goods right—the kind your customers want—and make them better.

Fermentation is your business in baking for your market!

There's a well-known American saying that to succeed in business, give the customers what they want. Certainly, it is through following this principle that the baking industry has become America's second largest business in value of products sold. Customers' preferences are the baker's guide.

Preferences in baked products, of course, differ in various areas. Some markets like compact, close-grained baked goods. Other places prefer large, light, spongy products. And preferences elsewhere run the range between these two types.

The same holds true of the *kind* of products. Maybe your market buys *rye* bread heavily. *Yeast-raised doughnuts* may be popular in one area, *coffee cake* in another.

Member

Fermentation "controls" baking

Whatever your market, you know that with proper fermentation, you can "adjust" your baking to suit your customers' tastes. The right fermentation, too, assures better quality in your baked goods.

To be sure of proper fermentation, you must be sure of the yeast you use—that it is "stable," so standardized that day after day it acts in the dough with uniform vigor, uniform speed.

Fresher products, too

A stable yeast, too, enables you to provide *fresher* products to your customers. Refrigerated or re-

Fleischmann's

for an hour's work while ten years ago he received only 6½ loaves.

Thus it can be seen that the workingman of today who goes into a retail bakery or a grocery store and comes out with a loaf of bread has spent his wages the best way possible. In addition to buying appetizing food, he has bought more nourishment for less money than any other product he could select.

Pound a Day

A laboring man can be expected to eat about a pound of bread a day. Suppose he eats four slices for breakfast, three sandwiches at lunch (six slices) and four slices at dinner; he has eaten a pound. For about 14¢ he has provided himself with the following percentages of his average daily dieting needs:

Energy (calories), 40%; protein, 57%; iron, 67%; thiamine, 73%; riboflavin, 39%; niacin, 67%; calcium, 30%.

There is no question about it; figures don't lie and the bread dollar is the biggest dollar the working men and women of America can spend. Bread is not only standard, it is universal. There are thousands of varieties of bread products all over the globe but bread is everywhere, in one form or another. In addition, it blends well with practically every other type of food — fish, poultry, meat, milk, cheese, etc.

Puffed Food

There are some types of cereal foods which might be termed "fad foods." They are the exploded, projectiled, puffed and otherwise - tormented grains of cereals marketed in gaudy packages and labeled "breakfast food." Most of these highly-advertised breakfast foods are of the passing-fancy variety and are "pushed" by various adventure stories on the radio and in comic magazines which wheedle Junior into flim-flamming Mamma to pay high prices for very little besides cellophane, cardboard, a handful of enlarged cereal grains and, sometimes, a "valuable premium inside." Occasionally there are "cut-outs" printed on the box. All sorts of huckstering combines to sell these puffed cereals.

Four ounces of puffed-out wheat costs 15¢ . . . more than a full pound of bread! Sprinkled with sugar and flooded with milk, it holds its bulk inside for awhile, then collapses into a hollow feeling in the pit of the stomach. Junior then wonders why he's hungry before recess! The poor boy had a breakfast of pure air, adulterated with a little wheat!

Consider, also, the housewife who believes she is saving money by investing in the ready-mixed bakery products which she must blend, let rise and bake.

The housewife will spend about 26¢ for 14¼ oz. of "hot roll mix" which will make, according to the boxtop, 15 rolls. She mixes it with either water or milk. Then she has to let it rise twice, heat up an oven, watch the rolls while they bake and hope they don't come out badly, wasting both her time and money.

For about 14 or 15¢ the same housewife could have bought a dozen ready-baked bakers' rolls (weighing about 14 oz.), popped them into a warming oven, and had the same (or better) results!

Is that economy?

Baker Does Best

The same applies to cakes. In order to try to market a product, packaging specialists have mixed up dried lard, dried milk, dried eggs and other ingredients with wheat flour and produced "cake mixes." They usually sell for about 30¢ for approximately 16 oz. Here, again, the housewife has everything to do except the blending of the ingredients. She has the trouble of preparing the conglomeration and the worry lest it fail or otherwise not turn out right.

For exceedingly little extra she could buy a professionally - baked cake. For those who want fancy icings for special occasions the baker is ready to serve. If the housewife wants to do this somewhat superficial (but sometimes important) job herself she can buy the uniced cake and ice it herself. Of course, her job won't be "professional" because she hasn't the experience.

Women who have tried slip-covering can tell you it's a job for an upholsterer. Those who have tried other specialties have discovered, to their sorrow and loss, it is better to have a professional do the job. Of course, there are always some homemakers who are the exceptional ones

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OUTLOOK FOR EDIBLE OIL SUPPLY IMPROVES

WASHINGTON—Current revisions in the 1949-50 production estimates, based on the most recent crop reports available to the U.S. Department of Commerce, have improved the outlook for cottonseed, soybean, peanut and linseed oils. Although there is still some uncertainty with regard to lard, total production in the current season, including the oil equivalent of oilseeds that may be exported, is now placed at over 12 billion pounds, 340 million pounds more than the comparable figure for 1948-49 and more than one billion pounds greater than the previous peak attained in the 1943 season.

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to bake what your customers want

tarded doughs have helped many bakers provide their customers with "oven-fresh" products throughout the day.

It is easier to control refrigerated doughs or retarded doughs when made with a stable yeast.

Controlled fermentation can mean not only fresher products but more efficient operation. Production is geared to meet demands. Often, too, some night-time baking can be eliminated.

The products you bake depend on controlled fermentation. Stability in yeast helps control fermentation.

Fermentation is Fleischmann's business

In Fleischmann's Distribution, fast and frequent delivery gives you yeast with stability

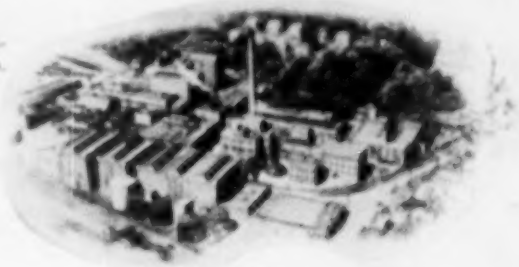
Yeast is a living, perishable thing. Unusually hardy as Fleischmann's is, it's still important that you receive frequent fresh supplies.

How does Fleischmann assure you this? First, with *manufacturing plants* strategically located throughout the country. Second, with a *distribution system* that gets yeast to you quickly to assure freshness and strength.

These Fleischmann plants speed yeast shipments, kept under controlled refrigeration, to Fleischmann branches everywhere. Yet, so carefully is the distribution planned, no shipment takes more than 48 hours to reach its destination . . . most take considerably less.

Timing is important

This assures your familiar Fleischmann man that he can deliver yeast to you quickly after its finished manufacture. For with incoming shipments geared to his exact distribution requirements, he controls the time element so all-important with yeast . . . never has to keep a large supply on hand.



World's Largest Yeast Plant, at Peekskill, N. Y. This Fleischmann operation spreads over 65 acres, is laced together with 12 miles of railroad track and two locomotives . . . supplies Fleischmann branches throughout most of the northeastern seaboard.

Fast, frequent distribution from these branches makes it unnecessary for bakers to keep large inventories on hand. Yet Fleischmann men not only deliver the yeast, but, where desired, estimate your needs. Expert yeast handlers themselves, they usually put the yeast in the refrigerator themselves, rotating and spacing it properly for your use.

This distribution and service represent two more of the many facilities of the makers of Fleischmann's Yeast. For over 80 years our every facility and service have been devoted towards safeguarding fermentation—your business and ours.

One of Over Five Hundred Fleischmann trucks operating out of Fleischmann distributing branches. Note the "Buy it Baked" seal. This message from the Bakers of America is now being carried to the public as a permanent feature on the vast Fleischmann fleet operating across the nation.

Yeast *— always "busy" in the dough*

NEVER FLASHY...NEVER SLOW

with gifts for baking, slip-covering and other special endeavors, but we speak here of the general rule.

The difference between what a woman can do in her kitchen, buying retail, and what a master baker can do, buying wholesale and using production line methods, lies in the economy of operation and skill of production.

There is no substitute for the baker's art. Every union baker is constantly endeavoring to achieve perfection in his chosen craft. Small bakery operators know this, and that is why every large and successful bakery is almost invariably union. The wise housewife takes advantage of this fact and buys her baked goods with economy and assurance.

"Bread Is Basic"

Modern baked goods are the best dietary standbys for the people. "Bread is Basic" is more than a slogan; it is an acknowledged fact. Union bakers are valuable to the nation because by producing high quality enriched bread and baked goods, they make a real and significant contribution to the health and welfare of a vigorous American public.

Patronize your union baker, eat more of his wholesome baked goods, and do yourself a favor!

PENNSYLVANIA BAKERS SEE ADVERTISING FILMS

PITTSBURGH — Ernest Gywgren, Quality Bakery, Charleroi, was chairman of the Feb. 8 meeting of the Retail Master Bakers Association of Western Pennsylvania, at South Vocational School, Baking division. Harry Cotton, general district manager, New York City, and David McWreath, Pittsburgh representative, Alexander Film Co., Colorado Springs, Colo., showed advertising films and spoke on their value to the baking industry. Playlets, inserts and signature trailers used in the films were shown.

"One cent contacts three persons with these films," Mr. Cotton stated. "The week the film is shown in the local theater the advertising is exclusively yours," the speaker stated. "To prove the value of this type of advertising, 80% of the business is repeat business."

Paul M. Baker, Jenny Lee Bake Shops, asked that the film company submit a plan for the Retail Master Bakers Association of Western Pennsylvania to advertise retail bakers' products in theaters of the district covered by the membership.

Peter Lapicki, Lapicki Bakery, and Joseph Aumer, Aumer Bakery, were named chairmen of the annual picnic to be held June 11 at North Park Lodge.

Over 600 Attend Monthly Meeting of Chicago Bakers

CHICAGO—More than 600 bakery owners attended the February meeting of the Associated Retail Bakers of Greater Chicago at the Hotel Sherman to see displays of bakery goods and equipment and to hear discussions on cake and cookie production.

L. Karp & Sons conducted a demonstration. Otto Lindstrom, Racine, Wis., showed the Deckomat method of producing cookies, while Alex Hornkohl, DeFoe Pan Cleaning & Glazing Corp., spoke on pan surfacings and Earl Peterlinz, L. Karp & Sons, discussed cake mixes and fillings.

Otto L. Bergt, Metz Bakery, president of the association, presided. Cake ornaments, holiday decorations, cake stands and baking molds were displayed.

NBC PLANS BUILDING

OKLAHOMA CITY—The National Biscuit Co., through its Oklahoma City manager, D. B. Ray, has announced it will build a new distribution warehouse and office building in Oklahoma City. Details of the plans and the construction costs have not been revealed. The company recently sold its former quarters here at an approximate price of $200,000. The company discontinued its manufacturing operations last June and has since been a distributing and sales center.

PLASTIC ROLLS—The illustration above shows the rolls of a bread moulder covered with a plastic which is said to eliminate or reduce the need for dusting flour, since dough will not stick to the plastic, according to sponsors of the National Plastics Exposition, Chicago, which will exhibit the moulder at the March 28-31 meeting of the organization.

WHAT EVER BRAND YOU BAKE

BETSY ROSS
BUTTERNUT
BUTTERKRUST
BAKE-RITE
BLUE-RIBBON
MASTER
HOLSUM
BAMBY
SALLY ANN
OLD HOME
SOFTIE
GOLDEN CRUST
TOWN TALK
TWIN PACK

The magic quality of "dispersion" possessed by Supershort will give you a loaf of bread that will sell —"Ask the Brolite man".

SUPERSHORT
with the All Vegetable Emulsifier

BROLITE COMPANY
2542 ELSTON AVENUE, CHICAGO 47, ILL.

225 Fourth Ave. New York 3, N. Y. | 621 Minna St. San Francisco 1, Calif. | 4128 Commerce St. Dallas, Texas | 818 First Ave. North Seattle 9, Wash. | 696 Greenwood Ave. N. E. Atlanta 6, Ga.

The 1950

HARD WINTER WHEAT

Crop is in splendid condition under this blanket of snow and promises well.

This means continued excellence in

GOOCH'S BEST FLOUR

NEEDS NO BLENDING

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts. *Elevator Space 2,100,000 Bus.*

New Bulletin Explains Changes in Wage-Hour Law

CHICAGO—A recent bulletin of the American Bakers Assn. emphasized the importance of bakers, whose employees are subject to the Wage and Hour Law, obtaining and studying the new Interpretative Bulletin on Overtime Pay issued by the Wage-Hour Administrator and published in the Feb. 4, 1950, Federal Register. It explains what constitutes "regular rate of pay"; sets forth the position which the Wage-Hour Administrator has adopted for purposes of enforcement; and supersedes and rescinds all prior statements, releases, opinion letters, etc., to the extent that such administrative rulings are inconsistent or in conflict with opinions expressed in the new bulletin.

The opening paragraph of the bulletin says, "These interpretations, with respect to the maximum hours and overtime provisions of the act, indicate the construction of the law which the administrator believes to be correct and which will guide him in the performance of his administrative duties under the act unless and until he is otherwise directed by authoritative decisions of the courts or concludes, upon reexamination of an interpretation, that it is incorrect."

Since the law requires that a covered employee be paid time and one half his "regular rate of pay" for all hours over 40 a week,—it is absolutely necessary that every baker whose employees are subject to the act know what is included in an employee's "regular rate," the ABA said.

The bulletin explains how to compute the "regular rate" under various situations, what payments are excluded from the "regular rate," discusses special problems and even gives illustrations of pay plans which circumvent the act. It covers such subjects as "Overtime pay requirements"; "Methods of computing overtime"; "'Regular rate' distinguished from 'minimum rate'"; "Prizes and bonuses"; "Show-up and callback pay"; "Suggestion system awards"; "Effect of failure to pay for certain working hours"; "Exceptions from the regular rate principles"; "Pay plans which circumvent the act"; etc. "All in all it's an invaluable check list," the association pointed out.

Copies can be obtained from local Wage and Hour offices or by writing direct to Wage and Hour Administration, U.S. Department of Labor, Washington 25, D.C.

The bulletin does not discuss "coverage" or "exemptions." The American Bakers Assn. will furnish copies of the administrator's regulations on the exemption of "White Collar" workers—i.e., "any employee employed in a bona fide executive administrative, professional or local retailing capacity or in the capacity of outside salesman (as such terms are defined and delimited by regulations of the administrator)" to bakers requesting them.

BUFFALO BAKERS MEET

BUFFALO — A quiz program in which bakers were asked questions concerning bakery problems and current events, highlighted the Feb. 15 meeting of the Buffalo Master Bakers Assn. Earl Faber, association president, presided. Reports were made on plans for a summer family picnic, the annual summer stag, and a ladies' night meeting scheduled for March 11. The ladies' night meeting will be addressed by Orlo Brees, state assemblyman. A new advisory committee was established to counsel with the association president on various matters. It is headed by Charles Speidel, veteran Buffalo baker and former president of the New York State Association of Manufacturing Retail Bakers.

BAKERS PLAN DANCE

BUFFALO, N.Y.—Plans for the annual spring dance of the Polish Master Bakers Assn. of Buffalo were discussed at the February meeting of the group in Moniuszko Hall. It was announced that the next meeting of the association will be held on March 11.

P & G Executive Outlines Firm's View on Profit Sharing

NEW YORK—At a luncheon address before the Council of Profit Sharing Industries at the Hotel Roosevelt here recently, William G. Werner, executive of the Procter & Gamble Co., Cincinnati, outlined his company's point of view toward the problem of profit sharing plans.

Procter & Gamble's original profit sharing plan started in 1887, Mr. Werner pointed out. While it has been improved from time to time, it is the oldest plan in continuous operation in this country, he said.

"Over-all, our plans fully justify and, we hope, make clear to the rank and file of employees that it has always been the declared policy of the company to recognize that

SWEETEX in the PRIMEX in

PRIMEX All-Vegetable All-Hydrogenated

THE "LONG-FRYING-LIFE" FAT

its interest and those of its employees are inseparable," he said.

He emphasized that the basic test of a sound profit sharing plan is that it be good for the business and that what is good for the business is good for the employee. The plan likewise must be sound, he added, in maintaining and improving the good will of the public.

Incentive Represented

Expanding on his company's philosophy, Mr. Werner said, "what is most important, we believe, is that our profit sharing plans represent incentive, not in its narrower sense as related to the direct production of additional units or better quality units, but incentive in its broadest and most inspiring, compelling sense. Here, we believe, is the sort of incentive that the head of every business hopes for and tries to build for—the incentive that makes a man realize that the progress and development of the business results in something for him; that what is good for the business is good for him; that he is part of the business just as though he were running his own corner grocery and were standing behind the counter serving his own customers and ringing his own cash register.

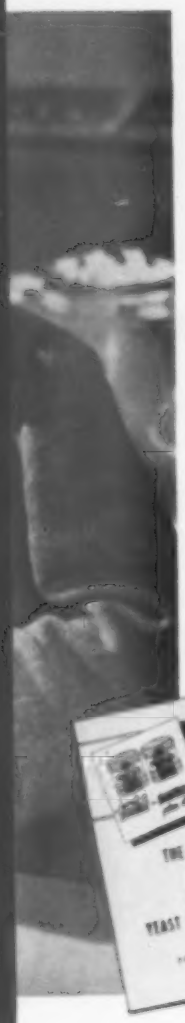
"That kind of incentive-thinking," Mr. Werner continued, "if properly stimulated, results not only in a different attitude to employees toward expenditures, toward protection of the company's property, and toward the quality of its output. It results in a heightened, sharpened, more loyal esprit de corps that marks our business as against another the moment you step inside a plant.

"Furthermore, the value of that kind of incentive cannot be overestimated in respect to the public relations of such an organization; for here we have employees realizing that the business is only successful when it has the good will of the public. And we see employees gaining a new conception of how much quality output and sound operation mean in assuring the kind of values to the public that earn their good will and patronage," he concluded.

PURCHASE INGREDIENT FIRM

NEW YORK—Westbury Products Corp. Westbury, L.I., manufacturers of bakery specialty ingredients since 1926, has been recently purchased by A. M. McNamara and John Godston. Both men have been in the edible molasses field for the past five years and the first new product of the firm in 1950 will be "Wescolloid," a product designed to improve the quality of icings and prevent sticking.

Dough... the Frying Kettle



. . . put plenty of "Sell" into this easy-to-make Doughnut

WANT to put new life in your doughnut sales? A lot of bakers are doing it successfully with the new Sweetex Tasty Rich Yeast Raised Doughnut Formula.

Two fine shortenings team up to make this doughnut exceptionally fine eating. Sweetex in the dough . . . Primex in the frying kettle.

The formula for this unusually fine doughnut is quite similar to the time-tested Sweetex sweet dough formula. The finished product combines the richness of a cake doughnut with the flavor characteristics and lightness of yeast raised doughnuts. It gives you a really different doughnut to add variety to your present sweet yeast line.

Procter & Gamble

Makers of Sweetex and Primex
All-Vegetable, All-Hydrogenated Shortenings

You can't beat this combination!

There are sound reasons why "Sweetex in the dough . . . Primex in the frying kettle" is a profitable combination.

Sweetex in the Dough means

Better eating doughnuts.

More tender doughnuts.

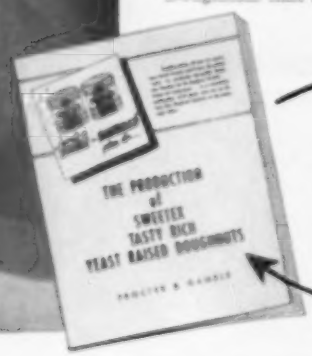
Doughnuts that keep fresh longer.

Primex in the Frying Kettle means

Digestible doughnuts with a minimum of absorbed fat—free from excess greasiness.

Economical frying—because Primex has a long frying life . . . maintains a high smoke point after continued frying . . . won't gum your frying kettles excessively.

Treat your customers to this new and finer yeast raised doughnut. It's sure fire!



ASK FOR A COPY OF THIS 8-PAGE BOOKLET

Here's the full story of this new tasty, rich doughnut. The booklet contains formulas for both straight dough and sponge dough methods with makeup and frying details . . . methods for handling refrigerated doughnut doughs . . . and a formula for a delicious doughnut glaze. Ask your Primex-Sweetex salesman for a free copy or write us direct.

Trust Your Future to **SWEETEX**

THE "HIGH-RATIO"* SHORTENING

*"High-Ratio" is our registered trademark. It also stands for bakers' service, and, when employed by bakers, means that they have used Procter & Gamble's special shortening pertinent to the "High-Ratio" service. Procter & Gamble, makers of Sweetex, the "High-Ratio" shortening.

Program Plans for 3-State Convention Take Shape

CHICAGO — Program plans are under way for the joint convention of the bakers' associations of Indiana, Wisconsin and Illinois at the Sherman Hotel here May 7-9, according to recent statements of the secretaries of the three associations: Charles P. Ehlers, Indiana; Fred H. Laufenburg, Wisconsin, and Thelma E. Dallas, Illinois.

The program, with "Think, Work, Act," as a theme, has been developed to cover topics of interest to the baking industry nationally and to bakers individually.

Everett Dirksen, former congressman and a baker in Pekin, Ill., will appear on the program, as will George N. Graf, Quality Bakers of America Cooperative, Inc., New York. Joseph M. Tomkers, Purity Bakeries Corp., St. Paul, past president of the Associated Bakers of Minnesota, will appear as keynote speaker.

Other speakers slated to appear are Eugene K. Quigg, Richmond (Ind.) Baking Co., president of the American Bakers Assn. and a past president of the Indiana Bakers Assn.; Frank Princi, University of Colorado, and Charles Harbough, Indiana orator.

A special session is planned for retail bakers and wholesalers. A bakers and allied luncheon will be held each day, and the ladies will be entertained by a committee of the Chicago Master Bakers Women's Assn., headed by Mrs. John Muellner, president. The allied trades will arrange the president's reception the evening of May 7 and the annual banquet May 8. Major bakers' associations have been invited to exhibit.

CONNECTICUT BAKERS TO SEE DEMONSTRATION

WEST HAVEN, CONN.—Connecticut bakers and allied men will attend a practical demonstration of baking April 11 at the Seven Gables Town House in New Haven, according to a recent announcement by Charles Barr, 584 Campbell Ave. here, secretary of the Connecticut Bakers Assn., Inc.

Decorating and packaging demonstrations by recognized authorities in the field will be featured.

RUSSELL-MILLER'S

Here! Cake

NEW . . . Completely NEW! Yes, the first really new idea in cakes! Ready just in time to help you cash in on the Easter Egg business. Gayly decorated *Cake* Easter Eggs. Real eye-stoppers that will thrill the children. Perfect for Easter baskets . . . for parties . . . gifts. Make 'em, feature 'em, and watch your Easter cake sales z-o-o-m!

EASY TO MAKE! Complete kit includes formulas, special patented baking molds.

EASY TO SELL! We furnish all you need for a big display and promotion.

EASY TO GET! Your *Cake* Easter Egg Kit costs nothing when you buy new, improved American Beauty Cake Flour. It's *moisture-controlled* to eliminate variable moisture content in your cake flour. Makes your formulas work the same every time!

We Provide Everything But The Oven!

SPECIAL BAKING EQUIPMENT!

1 BAKING MOLDS of sturdy aluminum make perfectly shaped eggs. One 12½ x 10¼" mold (4 large eggs). One 22 x 14¾" mold (48 small eggs).

2 DECORATING TIP AND SHEETS—25 handy decorating sheets, plus aluminum tip for writing names and greetings on cakes.

3 TESTED FORMULAS for a *variety* of *Cake* Easter Eggs—light and dark. Icings and decorating ideas included.

KNOCKOUT DISPLAY PIECES!

4 COLORFUL EASTER BASKETS—12 gaily colored baskets with cellophane nests included. Additional baskets also available.

5 EGG CUTOUTS—100 gummed paper eggs for windows, walls.

6 GIANT EASTER BUNNY—A traffic stopper for window display! Plastic blow-up bunny stands 3 feet high . . . delights the youngsters.

New Profit-Building Promotion For BAKERS

EASTER EGGS

7 COUNTER EASELS—Three 14" rabbits, three 14" ducks in Easter colors. Space for lettering in specials and prices.

8 GIANT POSTER—57" x 8½" . . . ideal for window or back wall. In two colors.

9 15 ANIMAL CUTOUTS—Rabbits, ducks, chicks . . . 3 colors on heavy stock, for window and showcase trim.

10 GIVE-AWAY FOLDERS—To help you get advance orders. Hand out or mail to customers. Both cakes described and illustrated. Handy order form on back.

ADVERTISING MATERIAL!

11 NEWSPAPER MATS for your local papers.

12 RADIO ANNOUNCEMENTS—50 word spots. Good for special orders.

ALL THESE SALES-BUILDERS
For Your Cake Easter Eggs...in One Complete Kit!

Get Yours Today!

Ask your Russell-Miller salesman, or write direct. This offer not available west of the Rocky Mountains.

Buy it Baked

RUSSELL-MILLER MILLING CO.

DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

ROBIN'S BEST FLOUR

The ROBINSON MILLING COMPANY
SALINA, KANSAS

La Grange Flours . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on LA GRANGE FLOURS

LA GRANGE MILLS RED WING, MINNESOTA

GUEST STAR—During a recent visit to St. Louis, Philip W. Pillsbury, president of Pillsbury Mills, Inc., Minneapolis, appeared on "The Bakers' Broadcast," sponsored by the Cahokia Flour Co., St. Louis. The program is heard every Friday morning over the St. Louis Mutual Network outlet, and features Gil Newsome, popular St. Louis disc jockey. In the illustration above are, left to right, R. E. Zimmerman of the Cahokia company, Mr. Pillsbury and Mr. Newsome.

"CALIFORNIA DAY" AT ARBA MEETING PLANNED

LOS ANGELES—At the invitation of the Associated Retail Bakers of America, the Allied Trades of the Baking Industry of Southern California has postponed its 1950 Bakers Forum, previously scheduled for April 25-26, until the ARBA meeting in Long Beach, June 12-14, when the allied group will hold a one-day meeting as a part of the national convention.

The Bakers' Forum will be known as "California Day" at the convention.

In making this announcement, officials of both groups said the move was made because by combining it would be possible to promote greater attendance, and western bakers could be getting the added benefit of nationwide thinking and experience from the eastern and middlewestern bakers attending and appearing on the ARBA program.

JOINS ADVERTISING AGENCY

CHICAGO — Don Liggett has joined DeMunn and McGuiness, Inc., local advertising agency, as account executive. Mr. Liggett is well known to the trade as a publication representative.

Mennel

Quality, Uniformity, Laboratory Control

HOSTESS SUPERCAKE

Special Cake Flours

The Mennel Milling Co.
TOLEDO, OHIO - U. S. A.

Mennel

"Golden Loaf" That's Our Bread—
The Flour with the Doubt and Trouble left out
TENNANT & HOYT COMPANY
Lake City, Minn.

"Sweet Cream"
"Very Best"
Quality Flours
W. J. JENNISON CO.
MINNEAPOLIS, MINN.

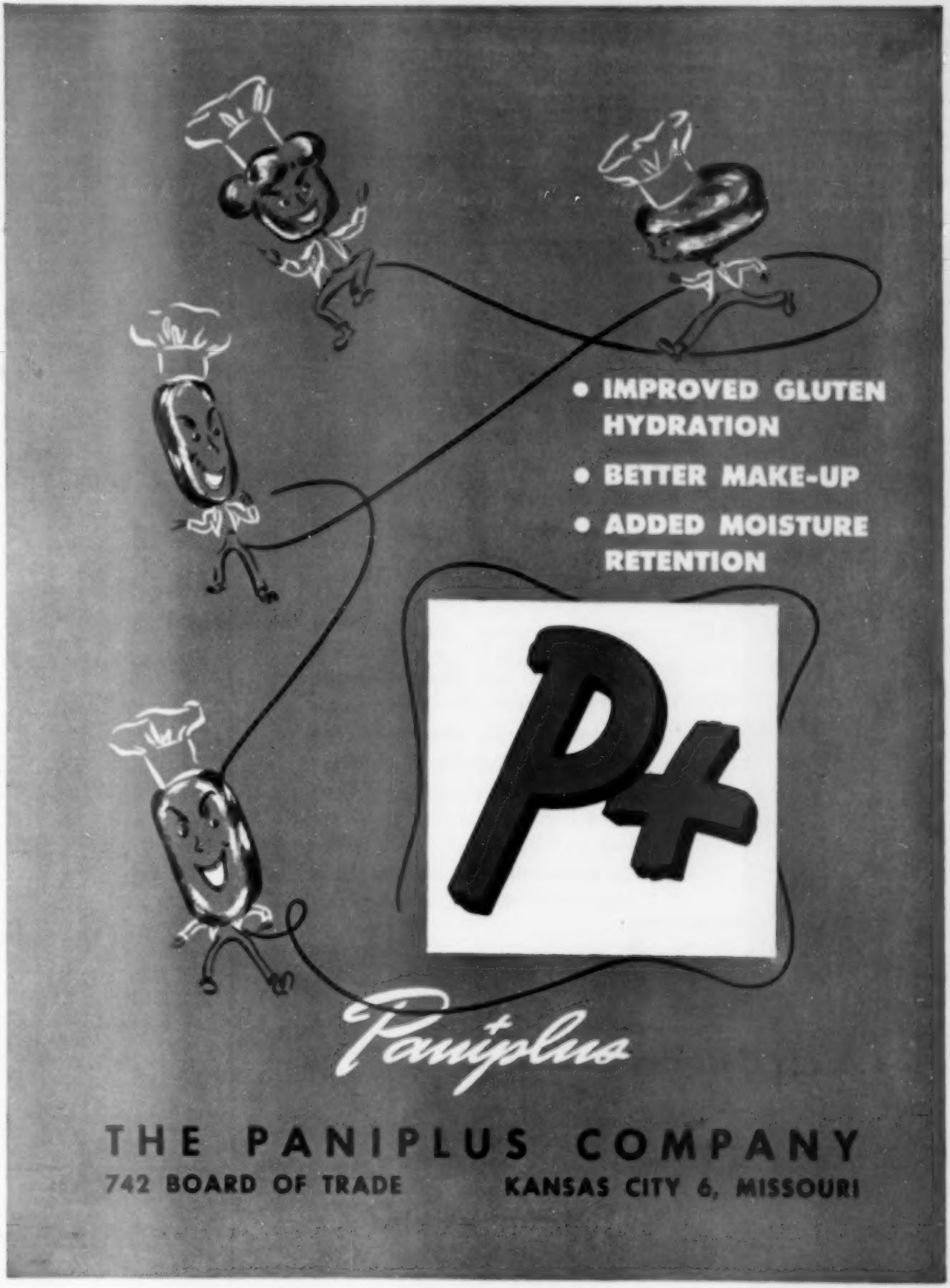
Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacturers Kiln-Dried
WHITE CORN PRODUCTS
Capacity 18,000 Bushels

Snow Lily
Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
831-31 Exchange Bldg., Memphis, Tenn.

Garland Mills, Inc.
Pure Soft Winter Wheat Flour
Famous for Quality
GREENSBURG, IND.

King Milling Company
High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

THE NEW CENTURY CO.
2039 So. Union Ave. Chicago 5, Ill.
Always in Market for Flour and Feed
Producers of
DRIED BREWERS' GRAINS


• IMPROVED GLUTEN HYDRATION
• BETTER MAKE-UP
• ADDED MOISTURE RETENTION
P+
Paniplus
THE PANIPLUS COMPANY
742 BOARD OF TRADE
KANSAS CITY 6, MISSOURI

AIB Sanitarian Seriously Injured During Inspection

CHICAGO—The American Institute of Baking has reported that Philip T. McDonald, sanitarian employed by the institute's department of sanitation, was seriously injured in an accident Jan. 31 at Atlanta, Ga.

While conducting an inspection of a bakery in that city, his right arm was caught in the mechanism of the auger conveyor of the storage bin, and was badly crushed, necessitating an amputation.

Mr. McDonald previously had completed the inspection of two other plants of the firm, and the one in which the accident occurred was the final portion of the work. The company's chief sanitarian had accompanied him throughout the inspections, but at the time of the accident had been called to another part of the building.

Owing to a misunderstanding, Mr. McDonald proceeded to inspect the auger conveyor of the storage bin. It had been announced that there were three production employees with him at this time, and presumably unknown to another employee that the inspection was in progress, he started a mixer on the second floor, which automatically turned on the power at the storage bin. Mr. McDonald's hand and arm were caught.

The American Institute of Baking has announced that in the future all sanitarians making inspections of bakeries are required personally to throw master or safety switches so that no possible mistake can be made in starting the machinery while under inspection. At the time of throwing the switch off it will be locked in place either under the switch's own mechanism or by means of a chain.

Large colored signs also are to be placed across the switches, warning in red letters that there is a man working on equipment and that the switch must not be turned. Fuses also will be pulled from the switch boxes and kept in the pocket of the inspector during the course of the inspection. Inspectors of the institute now are being required also to use tools as much as *possible* in examining equipment. Long spatulas and long handled spoons and similar equipment can be used in removing samples of flour rather than doing so with the naked hands.

"It is believed that this accident, in spite of its tragic nature, may serve a useful purpose to the industry at large in bringing out the fact that sanitation inspection is a highly hazardous occupation and that not only AIB men but company sanitarians should regard their job in this light and take the same precautions even when working in their own plants," the AIB announcement said.

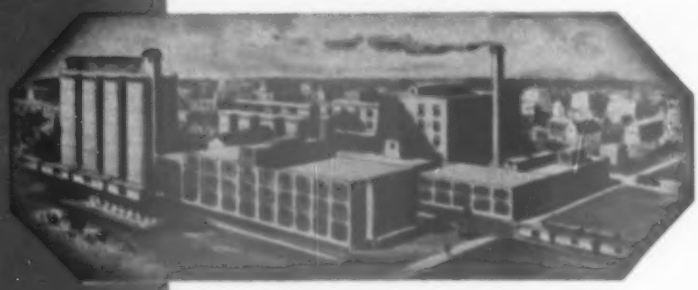
Dr. Edward L. Holmes, director of the sanitation department, and Howard O. Hunter, executive vice president of the institute, have announced that as soon as a definite set of safety instructions for inspectors has been developed they will be issued to the industry as suggested rules for carrying out these inspections.

Milled FOR Bread

THAT HITS THE SPOT

Rex • Charm •

REX and CHARM are milled with the latest and most efficient production and control methods — to give maximum results in the bakery and to produce a loaf that hits the spot on today's market. And always these fine flours are milled while keeping in mind the long tradition of highest quality that has characterized the products of this company for over half a century.



J. F. Imbs Milling Co.
420 MERCHANTS EXCHANGE
ST. LOUIS, MO.

AIB School to Publish Alumni Directory

CHICAGO—At a meeting of the board of directors of the alumni association of the American Institute School of Baking, Feb. 8, plans were made to prepare an alumni directory.

This publication will be a valuable source of information on names and addresses, as well as other important data, on the alumni of the school, the AIB pointed out. It is to be completed and ready for distribution at the time of the dedication ceremonies of the new building.

All alumni members who are in doubt as to whether or not the alumni office has their correct address, may send it to Charles Faulstich, AIB alumni secretary-treasurer, 1135 Fullerton Ave., Chicago 14, Ill.

FRANK FAVORAT HEADS BOSTON BAKERS' GROUP

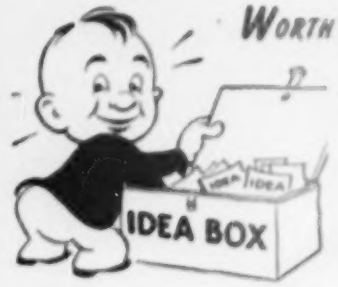
BOSTON—Frank Favorat has been elected president of the Master Bakers Assn. of Greater Boston. Other officers elected recently include: Eugene Hohenberger, vice president; Max Todd, treasurer; William Meade, recording secretary, and Sydney Jones, financial secretary.

HAVE YOU A FLOUR BRAND PROBLEM?

The Northwestern Miller maintains at the home office in Minneapolis a card file of flour brands used or registered in the United States and Canada. It is periodically revised through questionnaires to the milling industry. The editorial staff will assist readers in every possible way to make use of the information contained in this file. Address The Northwestern Miller, 118 S. 6th St., Minneapolis 2, Minn.

THE MIDLAND FLOUR MILLING CO.

KANSAS CITY



WORTH LOOKING INTO . . .

NEW PRODUCTS • NEW SERVICES • NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The Northwestern Miller
118 So. 6th St. Minneapolis, Minn.

No. 313—Floor Care

An illustrated 32-page brochure titled, "The Proper Care of Floors," is currently being offered by the West Disinfecting Co.

The brochure is prepared in two parts with the first section covering the triple process of floor preservation, cleaning, sealing and maintaining, and the second part discussing all types of floor surfaces, new and old, and proper methods of maintenance. Covering capacities of the firm's floor maintenance products are also included.

No. 314—Booklet

The American Machine & Foundry Co. has issued a new folder showing the operation of its heated straight tucker assembly, new standard equipment for the AMF Standard wrapping machine. An illustration in the booklet shows exactly of what the assembly consists. It states that the heat eliminates the accumulation of wax on the tuckers, resulting in many advantages. It is also stated that "rapid loaf length change-over for the full range of the wrapper is now possible."

No. 317—Packaging

At the 25th annual meeting of the American Society of Bakery Engineers, one of the subjects up for discussion was packaging. Shy Rosen, Milprint, Inc., New York, presented a paper on the subject of Packaging of Breads. This paper has been released to the membership in the form of a four-page bulletin.

The bulletin covers a description of several packages, not all in the baking industry, to illustrate protection of the product and the other features which are important in packaging bread. The packages described are an egg carton, a frankfurter pack, a candy wafer tray, cooky tray, roll tray, a bag idea. Various types of packaging materials are also discussed.

A copy of the four-page bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354 La Salle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., if a 6¢ stamped addressed long envelope is enclosed.

No. 35—Manual

The 16th edition of the Food Industries Manual has been published in England. The publication is said to deal with all phases of the food industry, including sections on edible fats and fatty foods, food handling equipment, food storage and refrigeration, and the composition of foods. Items are arranged alphabetically in each section, and an index to the 1,127-page work is provided. A list of manufacturers of products, as well as plants and equipment is included. The price of the English publication is $8.75 postage paid.

No. 318—Oven Folder

A folder released by the American Machine & Foundry Co. illustrates and describes direct-fired and Thermo-Radiant traveling hearth ovens for big volume bread baking.

The long life, operating efficiency, flexibility and baking ability of the ovens, engineered specifically for large volume production, are fully described.

Pictured are four typical installations, with brief descriptions. Features such as economical operation, hood vents, steam tight construction, rigid framework, temperature control, steam facilities, safety control and choice of heating system are described.

A table of standard sizes and dimensions lists oven sizes, ranging from a hearth 80 ft. long by 9 ft. wide to a hearth 130 ft. long by 12 ft. wide.

No. 316—ASBE Release

At the silver anniversary meeting of the American Society of Bakery Engineers, Fred Schneeberger, Standard Brands, Inc., Cleveland, gave an illustrated talk on production aids, which included useful ideas and gadgets to improve and facilitate production.

The various ideas presented by Mr. Schneeberger were illustrated with slides and his paper has been released to the members of the society in the form of a six-page bulletin, describing these various ideas.

A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354, La Salle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., if a 6¢ stamped addressed envelope of the long type is enclosed.

No. 319—Pan Truck

A new type of multi-purpose pan truck is now being manufactured by EPCO. A "Y" shaped channel rack keeps pans evenly stacked in convenient position for scraping and greasing.

The truck features extra storage space when and where needed. It is mounted on 4 in. neoprene tread casters for ease in transporting pans to and from work areas.

Channels on either side, which form an integral part of the construction, hold pans at work-height for faster pan loading.

No. 320—Dater

The American Machine & Foundry Co. has released to bakers an illustrated folder on the end labeler attachment for the Standard bread wrapping machine in which they introduce the End Label Code Dater, a rotary-type printing device which automatically imprints any copy, date and/or code mark on the end label of the bread package. A diagram shows how ink is picked up from the ink fountain, transferred to the transfer roller, to the type roller, and then deposited by the type roller on the label running around the feed drum of the code dater mechanism.

The folder places emphasis on the many promotional possibilities inherent in this new device for the AMF Standard bread wrapping machine. Bakers can now economically purchase and stock a single, all-purpose label on which several lines of copy can be imprinted to further identify their package, its quality, price, date and other information, as well as to promote other products of their bakery. Copy changes are easily and quickly made.

No. 321—Novelties

Edible Easter novelties as a sales and decoration aid to bakery products are being featured by the West Coast Products Co. The pastry decorations can be used separately on cupcakes and pastries at less than 5¢ each, the company points out. Icing chicks, ducks and bunnies in a wide variety are available.

No. 31—Bulletin

Bulletins describing some of the new equipment developed by the Read Machinery division, Standard Stoker Co., Inc., York, Pa., and displayed for the first time at the Atlantic City Baking Industry Exposition, are

The Northwestern Miller
118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 31—Bulletin	No. 314—Booklet	No. 319—Pan Truck
No. 33—Flour Handling	No. 316—ASBE Release	No. 320—Dater
No. 35—Manual	No. 317—Packaging	No. 321—Novelties
No. 313—Floor care	No. 318—Oven Folder	No. 322—Catalogs

NAME .....

COMPANY .....

ADDRESS .....

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—DIASTATICALLY BALANCED

•

STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS

•

Milled for Perfection
—Not Price!

"Laboratory Tested For Fine Baking"

Lexington Mill & Elevator Co.
LEXINGTON, NEBRASKA
SINCE 1894

Fort Morgan Mills
Family and Bakery Flour
Milled only from the very choicest Colorado highland wheats
FORT MORGAN COLORADO

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

Chickasha Milling Co.
Capacity 800 bbls CHICKASHA OKLA. Cable Address "Washita"
Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

ACME RYE
A HIGH QUALITY WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

DOBRY'S BEST
and
BEST OF THE WEST
DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

available now, the company reports.

Bulletins describe the automatic bread depanner, bulletin No. 49724; a rack washer, No. 49726; bun-bread panner, No. 49750; the Rhodes-Readco moulder, model 10, No. 49727, and the Rhodes-Readco moulder-panner, model 40, described in bulletin No. 49730.

No. 322—Catalogs

The Condenser Service & Engineering Co., Inc., has made available new catalogs on steam condensers, steam jet air ejectors, oil and water coolers, packaged power boilers, centrifugal and piston pumps.

No. 33—Flour Handling

During last year's convention of the American Society of Bakery Engineers, three men discussed the general subject of semi-bulk handling of flour.

The late D. M. Binger, D. M. Binger Co., Minneapolis, discussed such handling in large containers, reviewing the advantages of the equipment, specifications of containers, and the development of the process. A 4-page bulletin reviews Mr. Binger's address.

Thomas R. Freer, General Mills, Inc., Minneapolis, covered the sanitary aspect of the system, the effect of changing atmospheric conditions, and the handling of the bins at the flour mill. A 5-page bulletin covers his report.

Herb W. Wortman, Zinsmaster Baking Co., Minneapolis, gave the baker's viewpoint and covered the handling of bulk flours in the bakery, the features of this type of handling, and the attitude of the baker toward the system. A 3-page bulletin reviews his opinions.

Copies of all three bulletins, which have been issued to ASBE members, are available from the secretary of the association, Victor E. Marx, Rm. 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., on receipt of stamped envelopes of the long type containing proper postage. The reports of the talks of Mr. Binger and Mr. Freer require 6¢ in stamps, Mr. Wortman's, 3¢.

Baking Industry Uses Most Sugar, Trade Council Says

NEW YORK—Food manufacturers in the U.S. are using a greater proportion of the total sugar consumed here than they did before World War II and a large part of this sugar comes from Cuba, according to a U.S. Cuban Sugar Council's news bulletin.

Food processors, the council's bulletin points out, used about 45% of the sugar consumed in the U.S. in 1947.

"Manufacturers reporting to the Census Bureau used 5,540 million pounds of refined sugar in 1947.

"Industrial use of sugar in 1947 was about 28% larger than in 1939, the last previous year for which data have been published by the Census Bureau. In 1939 industrial use accounted for only 34% of the total quantity used in the U.S. as compared with 45% in 1947.

"Producers of bread and other bakery products used about 16% of the total sugar consumed by food industries in 1947, more than any other industry.

"AMERICA'S FINEST OVEN"

Fred C. Franklin, Secretary-Treasurer, Service Bakery Inc.

Tinley Park Baker Praises Hubbard Oven Performance

★ 60-Route Service Bakery Inc., Tinley Park, Illinois, recently bought its second HUBBARD OVEN — based upon the excellent performance its original HUBBARD, purchased in 1940, continues to give. "America's finest oven!" in Service Bakery Superintendent Sid Brimmer's tribute to his HUBBARDS. Write for illustrated literature and prices.

HUBBARD OVEN DIVISION
Illinois Range Company
Factory and General offices 883 Central Road, Mt. Prospect, Illinois

UNIFORMITY

Absolutely Guaranteed!
Crop after Crop!

Quaker Cake Flour, crop after crop, is held rigidly within minimum variations by painstaking wheat selection, and careful aging and milling under constant laboratory control.

It's a thoroughly adaptable cake flour that you can depend on in every batch and in every formula—including high-ratio formulas.

How about giving a test quantity a chance to *prove* itself in your shop?

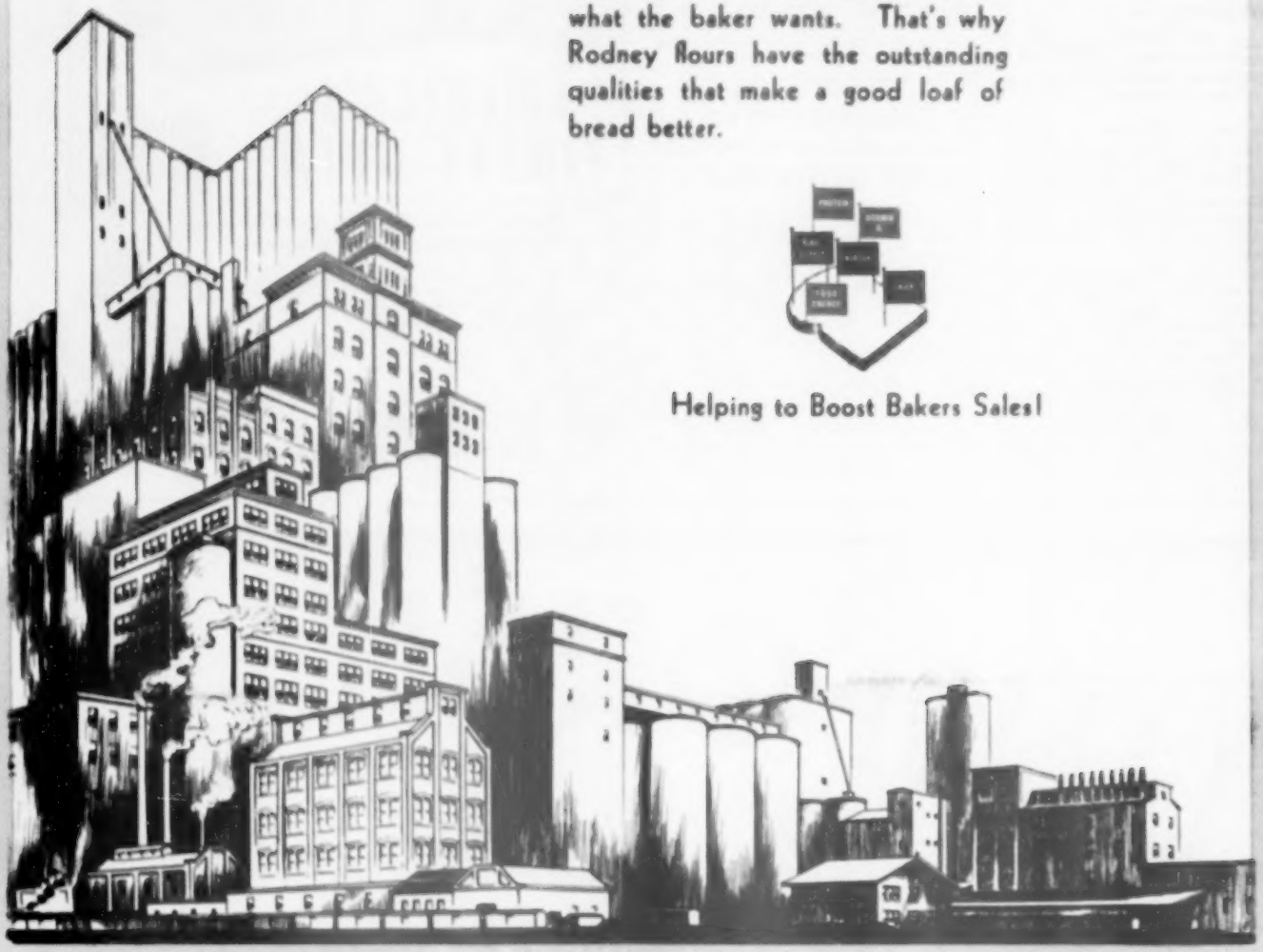
A QUAKER OATS COMPANY PRODUCT
Milled to Quaker Standards—and Guaranteed by Quaker

THE QUAKER OATS COMPANY, CHICAGO, ILL.
Mills at: Cedar Rapids, Ia.; St. Joseph, Mo.; Sherman, Texas; and Los Angeles, Calif.

HEART OF AMERICA

One reason Rodney flours have such a well deserved reputation for producing fine bread is that the Rodney organization for many years has devoted its efforts exclusively to producing bakery flours. That kind of specialization enables us to select our premium wheats more accurately, mill them more exactly and standardize them with an expert knowledge of what the baker wants. That's why Rodney flours have the outstanding qualities that make a good loaf of bread better.

Helping to Boost Bakers Sales!



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the

RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
919 North Michigan Avenue
Telephone: Superior 1955

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
1909 Statler Building
Telephone: Hubbard 0340

ANSWERS
TO "DO YOU KNOW?"

Questions on page 36

1. **False.** According to the U.S. Department of Agriculture, bananas contain: 22.2% carbohydrates (mostly sugar), 1.2% protein and 75.6% water.

2. **True.** Many bakers do not bake them at all but dry them in a steam heated proof box. No moisture or steam should be allowed to enter this box, otherwise they will not dry out.

3. **False.** They are coffee cakes that are topped before they are placed in the oven by the following topping: Heat together 1 lb. granulated sugar, 1 lb. butter and 20 oz. honey. Then 1 lb. sliced almonds and vanilla or lemon extract is stirred in. The filling should be spread on while it is still slightly warm.

4. **True.** This trouble may also be due to (1) Grease spots on the pans, (2) Too much moisture in the batter, (3) Batter not placed in the pans properly, (4) Flour not strong enough, (5) Too much moisture on the bottom of the pans, (6) An extremely strong flour used.

5. **False.** It is from 300 to 500 times sweeter than sugar. As it has no food value, its use is prohibited except in special foods for people suffering from certain ailments such as diabetes, etc.

6. **True.** The injection of low pressure steam into the oven mellows the heat. The formation of the crust is retarded, thereby allowing a uniform oven spring. This assists in producing a good grain and texture. The top crust will also be more glossy, which many bakers feel improves the appearance of the baked loaves.

7. **False.** Open kettle rendered lard carries the most pronounced flavor. It is preferred by a good many bakers for bread baking due to this flavor.

8. **False.** This is not a good procedure as the thawed fruit is quite soft and would readily cook to pieces. The fruit should be drained and the juice only should be cooked with the sugar, salt, and starch or tapioca. After the juice has been cooked the fruit should then be added carefully.

9. **True.** It is also added to some fruit pound cake batters as it strengthens the structure of the cakes, thereby decreasing the tendency for the fruit to settle to the bottom of the cakes.

10. **True.** When butter only is used the dough softens quite readily and it is difficult to make cookies in their proper shapes such as checkerboard, pinwheels, etc. The cost of the formula is also lowered somewhat.

11. **False.** The small amount of iodine in the salt would have very little or no effect on the flavor of the finished loaves.

12. **False.** It has been found that the use of green wrappers retarded rancidity. It was also discovered that when the packaged goods were placed on the market, consumers did not like the package with a resulting loss in sales.

13. **False.** Each pound of butter should be replaced by 13 oz. shortening, ½ oz. salt and 2½ oz. liquid milk. It should be remembered that the flavor derived from the butter will be lost when this is done. If permissible, butter flavor may be added.

14. **False.** It is based on the total weight of the flour which is given as 100%.

15. **False.** The temperature should be lowered somewhat. Baking the cakes on double pans will also help decrease peaking.

16. **True.** This is done in order to produce a soft bottom. Macaroons should be soft and chewy and when baked directly on the pans these results are usually not obtained.

17. **False.** The melting point of lard is on an average of about 85-88° F. and hydrogenated shortening about 103-112° F.

18. **False.** For best results, the cream of tartar should be beaten up with the egg whites and salt. This will cause the whites to beat up somewhat faster and have a slightly firmer body.

19. **True.** As a general rule, bread is proofed at a temperature of about 95° to 100° F. with a relative humidity of about 80 to 85%.

20. **True.** It should not be heated over 100° F. as this is undoubtedly the greatest cause for the icing to turn gray and spotted. The addition of more fat to the icing will decrease this tendency. The cakes should not be placed in the sun's direct rays.

CLARENCE SWITZER BUYS INTEREST IN DAVIS & CO.

CLEVELAND—Meyer Chesain recently sold his interest in Davis & Co., here, to Clarence M. Switzer, who will now be joint owner of the firm with Allen Davis, Jr., son of the founder.

Mr. Switzer for many years has been associated with the baking industry and the food industry. He will headquarter at the local plant for the present, but this spring is scheduled to take charge of the company's eastern offices.

To help you SELL MORE DONUTS NOW!

dca offers 2 hard-hitting sales-boosting promotions

Climb on the ~~BAND~~ Sales WAGON, now...

A sparkling campaign, spearheaded by national radio and publicity with Dotty, La Verne and Patty in the star roles. This top trio dramatizes the sales theme "3-WAY ENJOYMENT" . . . donuts for breakfast, snacks and dessert (see official Donut Week poster).

IN DCA PROMOTION # 2
1950 STARS OF AMERICA

Colossal lineup of 36 STARS 36

In addition, a powerful publicity campaign in newspaper and magazines, on radio and television will keep America thinking of donuts during the spring season.

Doughnut Corporation offers unique package promotion

A donut promotion to build repeat sales . . . it'll "wow" the kids! 36 pictures of stars of sports, radio, movies, and television . . . printed in sheets of 3 each. A sheet fits in each donut package, plus coupon for special "album."

Colorful display materials . . . posters, display cards, newspaper and radio advertising . . . everything you need for a successful promotion.

13th ANNUAL DONUT WEEK (April 15—22)

Ask your DCA Salesman, or write

dca

Doughnut Corporation of America
393 Seventh Ave., New York 1, N. Y.

BE PROUD OF YOUR JOB
AS WE ARE OF OURS . . .

for

"Bread Is the Staff of Life"

THE
CONSOLIDATED FLOUR MILLS CO.
KANSAS LARGEST INDEPENDENT MILLERS
WICHITA 1, KANSAS
KANSAS BEST FLOUR • • • • • • GIBRALTER FLOUR

KING'S FLOURS
are Made in Minnesota . . . and Nowhere Else

MINNESOTA . . . the state that has made MORE FLOUR than any other state in the Union.

MINNESOTA . . . the state that makes the BEST FLOUR in the world.

Buy flour that is guaranteed "Made in Minnesota"

H. H. KING FLOUR MILLS COMPANY
MINNEAPOLIS, MINNESOTA

Centennial FLOURING MILLS CO.
GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT
GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS
6,500,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL . . . ONE OF THE WORLD'S MOST MODERN
MILLS AT SPOKANE · MENDENHALL · BITTERROOT · PORTLAND

GRIST OF GRINS

Two small boys seated at the dinner table put their grimy little hands side by side on the white tablecloth.

"Mine's dirtier than yourn!" exclaimed one, triumphantly.

"Huh!" snorted the other disdainfully, "you're two years older'n me."

◆ ◆ ◆

Drugstore Clerk: "Did you kill any moths with those moth balls I sold you the other day?"

Customer: "No, I tried for five hours, but I couldn't hit one."

◆ ◆ ◆

"How is the mink coat business?" Hymie asked Chico.

"Fine," answered Chico. "They're going like hot cakes at $40 apiece."

"Forty bucks apiece? How do you sell them so cheap?"

"Well, I have no overhead . . . I don't advertise . . . I don't pay rent."

"But, still, at $40 each, how do you make any profit?"

"I steal 'em."

◆ ◆ ◆

"Do you think its unlucky to postpone a wedding?"

"Not if you keep on doing it!"

◆ ◆ ◆

The boy penguin met the girl penguin at the equator. After a time, they parted; the boy penguin going to the North Pole, the girl penguin going south to the South Pole.

Later, a telegram arrived at the North Pole: "Come immediately. I am with Byrd."

◆ ◆ ◆

Lady (to tramp): "If I thought you were honest, I'd let you go to the chicken house and gather eggs."

Tramp: "Lady, I wuz manager of a bath house for 15 years and never took a bath."

◆ ◆ ◆

Miss Brown: "Whenever I'm in the dumps I get myself a new hat."

Mrs. Jones: "I was wondering where you got them."

◆ ◆ ◆

A drunk staggered into the police station and confessed that he had pushed his wife out of a ten-story window.

"Did you kill her?" asked the sergeant.

"I don't think sho. Thash why I wanna be locked up."

◆ ◆ ◆

A woman went to buy a drinking trough for her dog, and the clerk asked if she would like one with the inscription: "For the dog."

"It really doesn't matter, she replied. My husband never drinks water, and the dog can't read."

◆ ◆ ◆

Patient: "I suppose the operation will be dangerous, doctor?"

Doctor: "Nonsense—you could not buy a dangerous operation for $40."

◆ ◆ ◆

Bill: "I daren't tell my wife lies. She's a medium, you know."

Hank: "Neither dare I. Mine's a blinkin' heavy-weight."

IT'S AN AGE OF
SECRET FORMULAS
BUT IT'S NOT A SECRET
THAT AT LEAST 6%
DAIRYLEA*
Non-Fat Dry Milk Solids
will improve your bread 6 ways
1—Flavor
2—Nutrition
3—Texture
4—Appearance
5—Color
6—Better Keeping Qualities

Add it to your formula for greater yields and increased sales.
Inspected — Protected — Tested
DAIRYLEA
Non-Fat Dry Milk Solids
DAIRYMEN'S LEAGUE
COOPERATIVE ASSOCIATION, INC.
11 West 42nd St., New York 18, N. Y.
*Reg. U. S. Pat. Off.

The Standard Others Strive to Reach
WHITE SWAN
FLOUR
SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

NATIONAL YEAST CORPORATION
Frank J. Rate
Executive Offices
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45-54 37th St., Long Island City, N. Y.
20 East Wacker Drive, Chicago, Ill.
Plants
Belleville, N. J. and Crystal Lake, Ill.

"Whitewater Flour"
Ground Where the Best Wheat Is Grown
WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

THE ROSS MILLING CO.
Choice Quality Flour
Plain and Self-rising
OTTAWA KANSAS

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
Established 1874

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

Drinkwater
BAKERY
FLOUR
MORTEN MILLING COMPANY
Dallas, Texas

Ringing ⟷ the Baker's ⟷ Doorbell

Williard Luedtke has resigned as pastry chef of the Hotel Traymore, Atlantic City, N.J., and has taken over Schnell's Bakery, 14-12 River Road, Fair Lawn, N.J.

•

Johns' Pretzel and Potato Chip Bakery has been established at 1130 Jefferson Ave., Buffalo, by Stuart E. Johns and Stuart E. Johns, Jr.

•

Fulmer's Bakery, 115½ W. Broad St., **Tamaqua, Pa.**, has formally opened for business. Jerry Fulmer, proprietor, is a graduate of the Dunwoody School of Baking at Minneapolis, and for the past 12½ years was a salesman for Anheuser-Busch, Inc. During World War II he served in the Army in North Africa, India and Iran. Mr. Fulmer's wife, former home economics teacher in the Tamaqua Junior High School, as well as ex-Wave, is the daughter of James T. Eames, proprietor of Eames Butter Krust Bakery in Tamaqua, Pa. Her grandfather, Charles H. Christ, also conducted a retail bakery in Tamaqua near the site of the present Fulmer's Bakery. She is a graduate of the Lambeth School of Cake Decorating.

•

The J. W. Mootz Bakery, **Gallipolis, Ohio**, has announced the Valley Bread Co. as successor to the firm.

•

Alex Greenfield, who with David Pechter, recently operated the Goldstrom Bakeries, Inc., **Miami Beach**, has sold out to his partner and bought the Kalfus Co., and will operate the bakery equipment firm.

•

Parry's Bakery at 603 W. 10th St., **Michigan City, Ind.**, will have a unit in the eastern part of the city at 1403-05 E. Michigan, where a new sales shop will be opened. The bakery operations will continue at the 10th St. location.

•

A business name has been filed in the Erie County clerk's office for the Schwertz Bakery & Delicatessen, 465 Jefferson Ave., **Buffalo**, by Arthur G. Schwertz and Donald J. Schwertz.

•

A business name has been filed in the Erie county clerk's office for Dana's Pastry Shop, 843 Abbott Road, **Buffalo**, by George Goodwin and Douglas T. Slark.

•

The Okanagan Bakery & Cafe, Ltd., has been incorporated with authorized capitalization of $15,000. Registered offices of the firm are located at 3112 Barnard Ave., **Vernon, B.C.**

•

The Texas Secretary of State, Austin, granted a charter of incorporation for a bakery in Texas recently. He also permitted three other bakery firms to amend their charters.

The new concern is the Bowman Biscuit Co. of Texas in **Amarillo**, which changed its name from Merchants Biscuit Co. of Texas. The firm was chartered under the new name by J. J. Sanders, H. C. Pipkin, and J. Clinton Bowman with $10,000 capital stock.

The three firms changing their charters were all permitted to in-

B·E·T·S®
The ORIGINAL Bread Enrichment Tablets
OFFER THESE ADVANTAGES

1 CONTAINS FERROUS SULFATE—THE HIGHLY ASSIMILABLE FORM OF IRON—AS AN EXCLUSIVE FEATURE.

2 Has been accepted by the Baking Industry—many billion loaves of bread have been enriched with B-E-T-S containing Ferrous Sulfate to date.

3 Enables bakers to enrich bread to recommended potencies of all required nutrients accurately, easily and economically.

4 FASTEST DISINTEGRATING TABLET; ASSURES DEPENDABLE AND UNIFORM ENRICHMENT.

AND . . . in bread enrichment . . . there is one form of iron—Ferrous Sulfate—that has been proven by laboratory and baking tests to be *more assimilable*, and therefore better, than any other iron compound used in bread-enrichment tablets.

B-E-T-S, the *original* Bread-Enrichment Tablets, contain Ferrous Sulfate as an exclusive feature. This enables bakers to provide in their baked goods an iron supplement that is more assimilable and consequently more nutritious . . . *at no extra cost.*

Remember . . . it's the Iron that's assimilated that's important!

Member

use Roccal® powerful germicide to sanitize your bakery

Specify to your flavor supplier ZIMCO® brand of Pure LIGNIN VANILLIN C.P. U.S.P.

Sterwin Chemicals inc.
Subsidiary of Sterling Drug Inc.
170 VARICK STREET, NEW YORK 13, N. Y.

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

BLAIR'S Certified Flour Seeds
BLAIR MILLING CO., Atchison, Kans.

Super Rich for finer SWEET GOODS and CAKES

As we say about Budweiser

There's nothing like it

...absolutely nothing

ORDER TODAY FROM YOUR YEAST MAN

YEAST, MALT & CORN PRODUCTS DIVISION

ANHEUSER-BUSCH, INC. • • • ST. LOUIS, MO.

A Mark of Merit

SHELLABARGERS SINCE 1776

SHELLABARGER QUALITY PROTECTION

Seal of Quality

The Shellabarger Seal is one of the nation's best-known marks of flour quality . . . a trade insignia that stands for a complete, a scientific, a modern flour service.

The kind of protection that the Shellabarger Crest offers is doubly valuable to a baker today. It is his guarantee of steady, dependable flour quality day by day through these times of unsettled markets, government edicts and the uncertainties of Mother Nature.

You can rely on this Shellabarger Protection.

SHELLABARGERS, INC.
SALINA, KANSAS

SOUTHERN SALES OFFICE
206 Broadway National Bank Bldg.
Nashville 3, Tenn.

EVERY baker should stop from time to time and ask himself if the quality of the ingredients he uses measures up fully to the ideal he has in mind for his loaf. In the case of flour a baker may easily wander off the quality path, almost without knowing it at first, under the pressure and lure of successively cheaper offerings of flour. With Shellabarger Flours you can be sure that we will never yield the ideal of the highest flour quality. These top notch flours provide the ideal foundation for building the reputation of any loaf.

F. H. Patterson

APPOINTED — Announcement has been made of the retirement of E. J. Park, veteran district manager of the Dallas district of the Fleischmann division of Standard Brands, Inc., and the appointment of F. H. Patterson, former district sales manager for the same territory, as his successor. Mr. Park's retirement came after 38 years of service to the Fleischmann division and to the bakery and hotel and restaurant trade in the Midwest and Southwest territories. Mr. Patterson has spent his entire 30-year career with the Fleischmann division as Southwest "native son." He started as a salesman in El Paso, Texas, in 1920, and before his promotion as Dallas district manager had served in various supervisory capacities in Texas and in Oklahoma.

crease their capital stock. The Austin Baking Co. in **Austin** increased its stock to $400,000; the Colonial Cake Co. in **San Antonio** increased its stock the same amount; and the Richter's Bakery, also of **San Antonio**, increased its stock to $800,000.

●

Mr. and Mrs. Samuel Seaborn have Purchased the Pantry Shelf, 365 Seymour St., **Kamloops, B.C.** Mr. Seaborn has had 30 years experience in the bakery trade in Manitoba.

●

A business name has been filed in the Erie County clerk's office for the New York Pie Co., 135 Fordham, **Buffalo**, by Morris Axelrod.

●

The New York Bakery was incorporated in **Fort Worth** recently by George Logan, John Bakouris, and George Logan, Jr., with $4,000 capital stock.

●

The Consolidated Biscuit Co., **Wilkes Barre, Pa.**, which several years ago took over and merged in the Hampton Cracker Co., business and plant, **Louisville**, later closing down the Louisville plant and using it merely for storage, has sold the Hampton plant for a figure said to have been around $200,000 to United Furniture Co., Louisville, which will use it for warehousing. The Hampton plant was larger than Consolidated's requirements. It plans to obtain a smaller property.

●

Mr. and Mrs. George Shapkoff, owners of the **Brinkley (Ark.) Baking Co.**, have completely remodeled the bakery. Included was a new front, new asphalt tile floor throughout, and other improvements in decoration. A number of new pieces of equipment have been added in the baking room.

●

The Sanitary Bakery, 535 Forest St., **Wausau, Wis.**, founded in 1913 by the late William and Joseph Stieber, has been sold by Alex and Albert Stieber, and their brother-in-law, Albert Blume, to the Land-O-Lakes Bakers, 103 Grand Ave. The Sanitary Bakery has been doing a wholesale business, principally bread and rolls. Its territory has been largely within the city. According to Edwin Petrowski, operator of Land-O-Lakes wholesale bakery, there will be no change in management or policies. Alex Stieber will continue with the bakery as manager. The plant will be renovated and improved.

●

Eddie Neuburger, owner and operator of the Ellis Bakery, **Ellis, Kan.**, has leased a store building at **Wakeeney, Kan.**, in which he has opened a bakery shop. Mr. Neuburger carries a complete line of bakery goods at the Wakeeney shop. For the time being he plans to do all the baking at the Ellis plant.

●

Mrs. A. A. Gamache is now operating the Home Bakery in **Castle Rock, Colo.**

●

Charles and Donald Shaw have taken over the Sunrise Bakery, 130 N. Third St., **Sterling, Colo.**

●

Robert Margary, a young baker who had been employed at a bakery in **Sparta, Ill.**, for some time, has

Fine, even grain! You can forget "wild breaks" when you use 6% Borden's Bakery-Tested Breadlac!

What flavor! 6% Borden's Bakery-Tested Breadlac makes the kind of bread *everybody* comes back for!

Creamy crumb color, and such *wonderful* toast! 6% Borden's Bakery-Tested Breadlac improves the best bread!

6% Borden's Breadlac not only gives you bread that looks and tastes better but is so superior nutritionally!

Your customers will want to know this! To increase sales, tell them in your advertising and on your wrappers.

Get set for the salesman with this line!

The next time *any* salesman puts his tongue in his cheek and tells you all nonfat dry milk solids are alike . . . *let him have both barrels!*

Tell him that all nonfat dry milk solids may *look* alike but that's where the comparison stops.

Tell him that when you buy milk solids you consider all these important factors: Freshness! flavor! uniformity! absorption! yield!

Then *point out to him that today's high ratio formulas call for quality ingredients* . . . that you cannot afford to jeopardize your formulas with anything but the *best*.

With Borden's Bakery-Tested Breadlac you are assured of the best. Here's why:

Milk Tested for Quality and Purity!

Breadlac is made *only*, of the highest quality milk from carefully selected herds. Even so, Borden tests this milk for purity and bacteriological count and rejects any which does not satisfy every demand made by Borden's rigid standards.

Thus, the *first* test is made at the source of supply *before* the milk is even accepted. Then, once approved, the fat is removed and the milk dried according to a special process pioneered by Borden years ago.

Then, to guarantee *superior* performance in your plant it is . . .

Bakery-Tested for you!

Yes, Breadlac is thoroughly *Bakery-Tested* to give you all these fine qualities mix after mix: A bread with *natural* softness and silkiness. A bread with rich brown crust color, good slicing quality . . . wonderful aroma and flavor.

Batches of nonfat dry milk solids which do not meet our "Bakery-Tests" are *rejected* and never sold as Breadlac.

Remember that Borden's *pioneered* the Bakery Test years ago and that Borden's *Bakery-Tested* Breadlac is the standard of *measurement* in leading bakery research laboratories!

For your bread and cake formulas why not order Borden's Bakery-Tested Breadlac through your jobber *now* or write to us direct?

Borden's BREADLAC

SPRAY-PROCESS NONFAT DRY MILK SOLIDS BAKERY TESTED FOR BAKERS

The Borden Company, 350 Madison Avenue, New York 17, N. Y.

EXPORT FLOUR INSURED ALL RISKS BY
The SEA INSURANCE CO., Ltd.
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ORIGINATORS of ALL RISKS INSURANCE ON FLOUR
Policies of this Company are held by leading millers
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BUSINESS FOUNDED 1852
MINNEAPOLIS DULUTH

CONTINENTAL GRAIN CO. MILLING WHEAT FROM EVERY PRODUCING SECTION OF THE UNITED STATES
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New York, Chicago, Kansas City, St. Louis, Omaha, Columbus, Nashville, Enid, Minneapolis, Davenport, Buffalo, Peoria, Galveston, Portland, San Francisco, Vancouver, B. C., Winnipeg

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Designers and Engineers for Mills, Elevators and Feed Mills
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GRAIN AND FEED MERCHANTS
MILWAUKEE, WISCONSIN
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JONES-HETTELSATER CONSTRUCTION CO.
Designers and Builders for Milling Companies
1911 Baltimore Ave. KANSAS CITY 6, MISSOURI

Window Streamer Used with Lady Orchid Cake Promotion

"Lady Orchid Cake" Kit Announced by International

International Milling Co., Minneapolis, has announced its "Lady Orchid Cake" promotion kit which is available to the baking industry and is designed as an "all-season boost to cake sales."

In addition to promoting cake sales, the company has suggested that the promotion will "stimulate over-all bakeshop sales during the days the promotion is held, increase store traffic and build lasting customer good will."

Unique feature of the new bakery product is a small orchid with a vase lapel pin. The flowers are flown direct from Hawaii by air express specially for the individual baker's promotion. The orchids are purchased by the baker direct from the grower at a special price.

International points out the merchandising value of including an actual orchid with each cake due to the fact that "eight out of 10 American women have yet to wear their first orchid."

"The Lady Orchid Cake," the company says, "was specially developed for speedy shop production, yet is unique and distinctive. Symbol of the exquisite and aristocratic orchid, the cake is faintly golden in color and fine-textured. It is frosted with fluffy divinity in a colorful two-tone effect — the side of the cake is a delicately shaded orchid color, while the top is blanketed with snowy white frosting."

Included in the promotion kit available from International representatives is a manual outlining the merchandising and production plans for the promotion. Also included are counter cards, consumer order blanks, full-color posters, window streamers, sales clerk lapel cards, circular display posters, a newspaper ad mat service and sample newspaper publicity releases.

Suggestions for window and counter displays to use during the promotion are contained in the manual.

"DURAMBER"
SEMOLINA
FANCY No. 1
Milled from Carefully Selected
AMBER DURUM WHEAT
AMBER MILLING DIVISION
Farmers Union Grain Terminal Association

DAVIS-NOLAND-MERRILL GRAIN CO.
KANSAS CITY - - MISSOURI

STRATTON-THEIS GRAIN CO
Operating Union Terminal Elevator
2,000,000 bus.
CHRISTOPHER HARRIS
Treasurer and Manager
St. Joseph, Mo.

WOLCOTT & LINCOLN, Inc.
GRAIN MERCHANTS
Operating:
Chicago Great Western Elevator
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Wolcott & Lincoln Elevator
Wellington, Kansas
Main Office: KANSAS CITY, MO.
Board of Trade Building

Fairness and integrity are vital factors in a sale of milling wheat. The 65-year record of this company justifies your full confidence.

SIMONDS - SHIELDS - THEIS
GRAIN COMPANY
BOARD OF TRADE BLDG., KANSAS CITY, MO.
•
Operating the Rock Island Elevator — Capacity 4,000,000 Bu.
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F. J. FITZPATRICK, Vice-president
F. L. ROSENBURY, Secretary-Treasurer
W. C. THEIS, Assistant Treasurer
H. W. JOHNSTON, Assistant Secretary

TEX-O-KAN

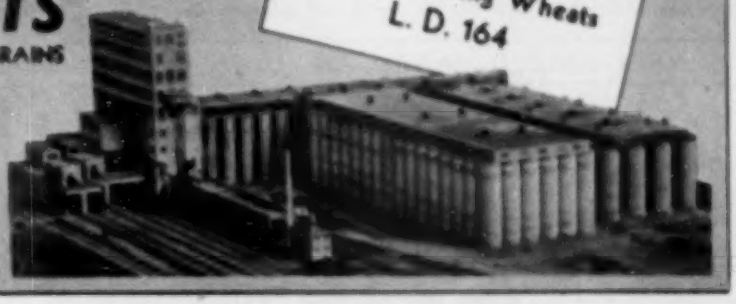
FLOUR MILLS CO. • KANSAS CITY GRAIN DIVISION
BOARD of TRADE BLDG. • KANSAS CITY, MO.

WE WILL GIVE YOUR FLOUR A SOUND QUALITY START!
Call us for
Choice Milling Wheats
L. D. 164

GRAIN MERCHANTS

MILLING WHEAT • CORN • OATS • FEED GRAINS

Operating SANTA FE ELEVATOR "A"
Capacity 10,200,000 Bu.



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Complete Facilities for Serving the Milling Industry

OFFICES:
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A PROGRESSIVE ORGANIZATION ready to serve your every need in grain—wheat, corn and other coarse grains. We operate elevator facilities serving all of the vast area from Nebraska and Iowa south to the Gulf. We are closely in touch with markets everywhere at all times. And we conduct our business on the principle that *extra* effort and *extra* service are priceless ingredients of every transaction.

KANSAS CITY
Board of Trade Bldg. • L. D. 299

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Farm Credit Bldg. • Atlantic 6516
Operating the Rock Island Elevator at Council Bluffs, Iowa
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FORT WORTH
P. O. Box 4207 • Phone L. D. 98
Stockyards Station
Operating the Lathrop Elevator
Samuel Moir and James Meyers, Co-managers

Interstate
GRAIN CORPORATION

leased the business from Vernon Bixby and has taken charge. A new free city delivery within the city limits will be one of the services of the bakery. Mr. Margary will operate the business under the name of the Spartan Baking Co.

●

The Parkin Bakery at **Earle, Ark.**, announced the establishment of a house-to-house retail bakery route for that city.

●

About 100 members of civic organizations at **Carterville, Ill.**, met at the Masonic Temple in that city recently to extend an official welcome to the Margrave Bakery to that city. Loren Margrave, in behalf of the bakery, thanked the organizations for the welcome.

●

Sweet Shop Bakery, **Waterton, Wis.**, has sold the business to M. R. Anderson, Elkhorn.

●

The Mayfair Donut Shop, 2715 E. Kellogg, **Wichita, Kan.**, has opened for business. Free favors were on hand for all patrons attending the event. Free merchandise was given with each purchase. This shop features doughnuts, twists, long Johns, jelly puffs, fried cinnamon buns, etc. The shop is owned and operated by Mr. and Mrs. Lincoln.

●

The Parke Bakery at **Georgetown, Ill.**, has been redecorated and refurnished. Robert Linne, the new manager, held an open house recently and served doughnuts and coffee.

●

Mr. and Mrs. Eddin R. Taylor, operators of a pastry shop at New Castle, Ind., for the past eight years, have bought Stewart's Finer Pastry Shop at 731 Main St., **Rochester, Ind.**, from Stewart's Bakeries, Inc., which will continue to operate its bakery at 318 E. Eighth St. Mr. and Mrs. Taylor will operate their new business themselves.

●

Julius L. Ordelheide has purchased a half interest in the Warrenton Bakery at **Warrenton, Mo.**, from Calvin Niehuss.

●

The **Ontonagon (Mich.) Bakery** has been sold by Clayton A. Strolle to Mr. and Mrs. A. J. Gilmer. Mrs. Gilmer has been operating Marie's Bake Shop there.

●

Mead's Bakery, **Albuquerque, N.M.**, owned by Doc Mead, has moved into a new modern brick building.

●

Kenneth Carmichael is presenting a full line of pastries and bread in his new bakery in **Fairmount, Ind.**, and distributed through a number of the local stores. He was formerly in Marion and worked in a bakery at Montpelier.

Harvey G. Rodgers

NEW PRESIDENT—Harvey G. Rodgers, Rodgers Baking Co., El Dorado, Kansas, recently was elected president of the Midwest Bakers Allied Club at the annual meeting of the organization in Kansas City. Long active in the affairs of the club, Mr. Rodgers has served as a director for some time. Roland W. Selman, Jr., C. J. Patterson Co., Kansas City, is first vice president of the club and G. Lester Jordan, Jordan Baking Co., Topeka, second vice president. George Buford, Flour Mills of America, Inc., is the new secretary-treasurer.

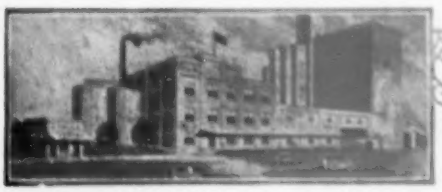
A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY YEARS

FLOUR FOR PERFECT BAKING

ANOTHER GREAT FLOUR

YOU can't beat the Hunter combination of wheats selected for better baking characteristics plus expert milling technique. That's the cornerstone of flour quality anytime. And to strengthen that foundation of quality, this company recently made a substantial addition to its wheat storage facilities to give added protection in the job of choosing the best wheats as they come to market.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

SWANS DOWN

• Bakery Cake Flours
• Donut Mixes

and a complete line of other Central States and West Coast Specialized Soft Wheat Bakery Flours.

IGLEHART BROTHERS

MOORE-LOWRY FLOURS ARE *"Precision Flours"*

TOPPER
CHOICE PATENT
FLAMING ARROW
MEDIUM PATENT
BIG BOY
STANDARD PATENT

The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

THE MOORE-LOWRY FLOUR MILLS COMPANY

MILLS AT COFFEYVILLE, KANSAS **OFFICES: KANSAS CITY 6, MO.**

DAILY CAPACITY 4200 CWT.

MILLING WHEAT

Call VIctor 4384

Kansas City, Mo.

Our stocks are analyzed for baking strength. They're carefully and personally selected — binned according to variety.

Ask for:

LOREN JOHNSON or
W. W. (Bill) SUDDUTH

KANSAS GRAIN COMPANY

BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

CONVENTION CALENDAR

March 10-11—Joint meeting, Districts 1 and 2, Association of Operative Millers, Kansas State College, Manhattan, Kansas; sec., D. S. Eber, 639 Board of Trade Bldg., Kansas City, Mo.

March 18—Joint meeting, Districts 3 and 6, Association of Operative Millers, Battle Creek, Mich.; sec., A. L. Borchardt, Ralston Purina Co., Battle Creek.

March 24-25—District 7, Association of Operative Millers, Oklahoma City, Okla.; sec., Harold Cook, 2330 Elm St., Dallas, Texas.

March 25—District 8, Association of Operative Millers, Hotel Markeen, Buffalo, N.Y.; sec., Charles Wagner, Russell-Miller Milling Co., Buffalo.

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1428 Mulberry, Waterloo, Iowa.

April 12-14 — Southern Bakers Assn., Veney Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 708 Henry Grady Bldg., Atlanta 3.

April 14-15—Oklahoma Grain & Feed Dealers Assn., Skirvin Hotel, Oklahoma City.; sec.-treas., E. B. Humphrey, 602-04 First National Bank Bldg., Enid.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem.

April 19: South Dakota Bakers Assn., Cataract Hotel, Sioux Falls; sec., Lex Quarnberg, Tri-Sate Milling Co., Rapid City, S.D.

April 20-22—California Hay, Grain & Feed Dealers Assn.; Biltmore Hotel, Los Angeles; sec.-treas., I. J. Stromnes, Blue Anchor Bldg., 1400 10th St., Sacramento 14.

April 21-22—Self-Rising Flour Institute, Inc., Buena Vista Hotel, Biloxi, Miss.; sec., Allen R. Cornelius, 1314 Nashville Trust Bldg., Nashville 3, Tenn.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 24-25—Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha, Neb.; sec.-treas., Howard W. Elm, Lincoln.

April 28-29—Texas Grain & Feed Dealers Assn.; Hotel Galvez, Galveston; sec.-treas., G. E. Blewett, Blewett Little Grain Co., Fair Blvd., Ft. Worth.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

May 1-5—Association of Operative Millers, Hotel Jefferson, St. Louis, Mo.; sec., Donald S. Eber, 639 Board of Trade Bldg., Kansas City 6.

May 2-3—Panhandle Grain & Feed Dealers Assn., Herring Hotel, Amarillo, Texas; sec., Joe S. Morris, P.O. Box 306, Amarillo.

May 5-6 — Kansas Grain, Feed & Seed Dealers Assn., Hotel Kansas, Topeka, Kansas; sec., O. E. Case, 823 Wiley Bldg., Hutchinson.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint con-

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Flour Brokers
LITTLE ROCK ARKANSAS

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58 Constitution Street LEITH

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127 St. Vincent Street GLASGOW, C. 2
Branches: Belfast and Dublin

vention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 738, Chicago 4.

May 7-9—National Association of Flour Distributors, Hotel Statler, Boston; sec.-treas., Wayne G. Martin, Jr., The Northwestern Miller, 23 Beaver St., New York 4.

May 10—Kentucky Master Bakers Assn., and Memphis Master Bakers Assn.; Frankfort, Ky.; sec., Kentucky Master Bakers Assn., M. J. Fleherscher, 910 Monmouth St., Newport, Ky.

May 14. — Flour Millers Export Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Helen Gervais, National Press Bldg., Washington, D.C.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 15-17—Millers National Federation; Edgewater Beach Hotel, Chicago, Ill.; sec., Herman Steen, 300 W. Jackson Blvd., Chicago 6.

May 15-19—American Association of Cereal Chemists, Hotel Sherston, Chicago; sec., Frank E. Schwain, M. A. & R. Bldg., Ivorydale, Cincinnati 17, Ohio.

May 20-23 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. R. L. Kilgore, Albuquerque, N.M.

May 22-23—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

May 25-26—National Soft Wheat Millers Assn.; Hotel Roanoke, Roanoke, Va.; sec.-tres pres., Paul M. Marshall, 300 W. Jackson Blvd., Chicago 6.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Thos. Staab, 5700 N. Broad St., Philadelphia.

June 4-6 — Rocky Mountain Bakers Assn., Albany Hotel, Denver, Colo.; sec., T. W. Kunde, P. O. Box 5326 TA, Denver 17.

June 4-8—National Association of Retail Grocers; Navy Pier, Chicago; sec.-manager, R. M. Kiefer, 360 N. Michigan Ave., Chicago 1.

June 5-6—Ohio Mill, Grain & Feed Dealers Assn., Deshler Wallick Hotel, Columbus; sec., C. V. Thomas, 44 E. Broad St., Columbus.

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 11-13—Indiana Grain & Feed Dealers Assn., Inc., French Lick Springs Hotel, French Lick, Ind.; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis 4.

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H. J. B. M. RADEMAKER
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Bulletin Correspondence With Shippers of
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Codes: Bentley's Complete Phrase, A.B.C. 5th Ed., Riverside, Private
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. . . batteries of Infestation Destroyers like these treat wheat before it is ground—treat the flour before it goes into bulk storage—and still again the flour is protected by these destroyers as it is drawn from storage to be packed in bags for delivery.

Now you get "Standard" quality and "Standard" uniformity with the added safeguard of infestation control.

STANDARD MILLING COMPANY
BAKERY FLOURS

Dry Milk Group Aims at Doubling Domestic Sales

SAN FRANCISCO—The determination to "double domestic sales" and thus move into consuming channels the huge surplus stimulated by World War II was the slogan of leaders at the American Dry Milk Institute, Inc., National Western Meeting Feb. 27-March 1, the first such meeting west of the Rockies since 1936.

Harry R. Leonard, St. Paul, Minn., chairman of the board of the institute, opening the session, said the same sort of effort put forth during the early history of the American Dry Milk Institute would solve the present problem.

When the institute was organized in 1925, he said, production was only 100 million pounds and some of that was so-called surplus. In the intervening years, the institute had developed at the outbreak of World War II domestic markets for nearly a half billion pounds. Now production, stimulated by the war, is nearly a billion pounds and markets are being found through the institute for this greatly increased production.

Increased Sales Vital

The vital necessity of increased sales effort was emphasized by B. W. Fairbanks, Chicago, executive officer of the institute. He said:

"Unless profitable commercial outlets are found for present production of nonfat dry milk solids, the industry faces a time when markets for dry milk solids will be demoralized as never before in its history. These markets can be developed through persistent sales promotion effort by every segment of the industry."

Paul Young, San Francisco, president of Golden State Co., Ltd., said the industry's growth has not been sustained by consumer demand.

"The government has bought nearly half the production. (Total production of nonfat dry milk solids for 1949 about 900 million pounds.) I am convinced we cannot indefinitely produce twice our commercial requirements, clutching the purse strings of Uncle Sam."

This point was also emphasized by E. M. Norton, assistant director, Dairy Branch, U.S. Department of Agriculture, Washington, D.C.

Market Expansion

J. L. Hamilton, Challenge Cream & Butter Assn., spoke on market expansion for the promotion committee of the institute. Others speaking on the subject included Frank D. Stone, Land o' Lakes Creameries, Inc., Minneapolis, Victor E. Marx, American Dry Milk Institute, Chicago, Henry T. Meigs, West Coast representative, and Gilbert C. Hallawell, Golden State Co.

—BREAD IS THE STAFF OF LIFE—

U.S. EXPERTS DISCUSS AGRICULTURAL AID

LONDON—American agricultural experts are meeting in London to discuss the proposed agricultural development projects in overseas territories in accordance with the plans submitted to the Economic Cooperation Administration.

The conference will be attended by Dr. John Orchard, special assistant on colonial development to Averell Harriman, R. H. Allen, deputy director of the Food and Agricultural Division in ECA's European headquarters in Paris and the heads of the food and agriculture divisions of ECA missions in Portugal, France, Belgium, The Netherlands and the U.K. In addition, the agricultural attaches from the U.S. Embassies in the countries named will also attend.

The aim of the plans is to step up production of cereals and other commodities in the colonial territories administered by countries participating in American aid.

—BREAD IS THE STAFF OF LIFE—

ARGENTINA'S POSITION IN EXPORT MARKET QUERIED

LONDON — Reports in London grain trade circles cast some doubt upon the ability of Argentina to retain its position in the export feed grain market consequent upon the heavy crop losses resulting from the recent drouth. Nevertheless, observers consider that despite the current despondent reports, Argentina is still a factor to be reckoned with in the export market.

Although it was reported that no surplus corn would be available from the current crop, Argentina is still offering corn for February-March shipment at prices only 10% in excess of those quoted in the U.S. Britain is among the countries showing an interest because the purchase of corn for sterling is preferred to the expenditure of scarce dollars. If corn supplies do dry up, however, there may be no alternative to Britain obtaining some of her supplies in the U.S.

Trade reports indicate an oats surplus of 600,000 metric tons but the barley availability is down to 50,000 tons. Of the wheat crop, unofficially estimated at 6 million metric tons, 1.2 million tons have been committed already but there is no indication of the balance still available for export though no reliance can be placed on reports that all the available export surplus has been sold. British traders advance the theory that to announce a complete sellout is a favorite tactical maneuver of the Argentinians in order to keep selling prices high. Millfeed, in which several European countries are interested, is stated to be in good supply.

A major difficulty at the present time is the failure of the Anglo-Argentine trade agreement negotiated in the summer of 1949.

After a deadlock extending over the past six weeks, the representatives of both sides are getting together in Buenos Aires in an effort to iron out the difficulties. Since there is mutual eagerness for a resumption of trade, observers anticipate that more deals between Britain and Argentina will be announced in the near future.

—BREAD IS THE STAFF OF LIFE—

CONFERENCE PLANNED

WINNIPEG—Federal and provincial government officials, as well as representatives of the Canadian Federation of Agriculture, will meet in the near future to consider what may be necessary by way of provincial legislation, to make effective marketing control over the inter-provincial and export trade in farm products. Reports from Ottawa indicate that the conference is being held on the initiative of the CFA, following an exchange of letters with Agriculture Minister J. G. Gardiner. The conference is a follow up of the brief presented to the Federal Cabinet by heads of the Federation of Agriculture following their annual convention at Niagara Falls in late January and early February.

Sheldon Y. Carnes

VICE PRESIDENT—The board of directors of Arkell & Smiths has announced the election of Sheldon Y. Carnes to vice president and a member of the board of directors.

—BREAD IS THE STAFF OF LIFE—

WHEAT EXPORTS

Of every 100 bu. wheat produced in the U.S. since the war, 36 bu. have been exported.

Commercial Wheat and Rye Milling Production in the U.S., 1948

Source: "Facts for Industry," Bureau of the Census, U.S. Department of Commerce

COMMERCIAL WHEAT MILLING PRODUCTION IN THE UNITED STATES, BY MONTHS—1948 AND 1947

Month—	1948** (revised) Wheat flour production (1,000 sacks)	Wheat grindings* (1,000 bu.)	Offal production† (1,000 tons)	Aver. number of lb. per sack of flour: Wheat	Offal	Flour extraction rate‡ (%)	1947 (revised) Wheat flour production (1,000 sacks)	Wheat grindings* (1,000 bu.)	Offal production† (1,000 tons)	Aver. number of lb. per sack of flour: Wheat	Offal	Flour extraction rate‡ (%)
January	24,304	55,878	484	136.8	38.1	72.0	30,148	65,500	601	135.8	38.8	72.0
February	21,100	48,038	406	137.1	34.5	72.8	26,946	57,743	490	136.0	36.7	72.0
March	21,070	46,111	420	136.8	38.2	73.1	27,701	63,944	561	134.5	35.8	72.3
April	22,284	50,775	456	136.7	36.2	73.1	24,000	67,296	489	136.0	40.2	72.6
May	22,400	63,201	436	137.5	38.8	72.9	24,641	58,319	476	137.1	38.1	72.9
June	23,030	52,933	442	137.6	38.4	72.8	24,414	56,436	499	137.7	38.4	72.8
July	24,403	56,202	471	138.2	38.8	72.4	25,176	57,818	477	137.2	37.8	72.4
August	25,171	57,907	492	138.8	38.3	72.4	28,398	66,804	605	137.0	38.4	72.0
September	22,819	54,301	456	137.0	34.5	72.8	28,020	67,298	479	137.3	38.3	72.8
October	24,300	55,001	400	137.5	38.2	72.7	28,594	61,000	611	137.6	36.4	73.4
November	23,009	52,002	430	137.4	37.0	71.8	23,914	54,735	454	137.3	39.6	73.8
December	22,491	51,944	431	137.4	38.0	72.8	23,712	54,279	453	137.3	38.2	72.8
Year	779,133	636,470	5,337	137.4	36.3	72.0	305,400	701,700	5,813	137.6	36.7	72.6

**Includes output of 163 small mills, accounting for less than one-fifth of one per cent of total production in 1948, which are not included in the 1947 figures because they did not fall within the scope of the Census of Manufactures.
*Estimated on the basis of the average number of pounds of wheat per sack of flour produced as shown by data for mills canvassed.
†Estimated on the basis of the average number of pounds of offal per sack of flour produced as shown by data for mills canvassed.
‡Wheat flour production as compared with wheat grindings.

COMMERCIAL RYE MILLING PRODUCTION IN THE UNITED STATES — 1948 AND 1947

Month—	1948 Rye flour production (1,000 sacks)	Rye grindings* (1,000 bu.)	Offal production† (tons)	Average number of lb. each of flour: Rye	Offal	Flour extraction rate‡ (%)	1947 Rye flour production (1,000 sacks)	Rye grindings* (1,000 bu.)	Offal production† (tons)	Average number of lb. each of flour: Rye	Offal	Flour extraction rate‡ (%)
January	163	380	3,131	128.4	38.1	79.1	271	392	3,334	136.4	27.8	77.0
February	241	516	3,004	119.8	39.0	80.4	187	340	3,000	134.8	23.8	80.3
March	209	447	2,099	121.5	38.6	81.3	195	418	2,141	134.7	25.3	80.3
April	213	460	3,281	125.8	31.8	81.4	184	366	1,634	130.7	27.4	77.7
May	151	345	2,163	127.9	26.4	76.3	166	330	1,301	134.3	22.7	80.3
June	177	398	2,284	136.0	33.8	78.4	154	300	1,600	137.5	26.1	78.4
July	153	351	2,177	120.0	34.4	77.8	142	320	1,811	137.6	26.0	78.4
August	199	433	3,449	128.3	35.3	77.9	188	460	1,600	130.3	24.0	78.8
September	136	327	2,388	134.8	34.8	74.8	187	364	2,110	120.0	28.8	77.0
October	195	451	2,849	128.6	29.3	77.3	209	466	2,007	130.0	28.4	78.4
November	182	419	2,513	128.9	27.8	77.6	191	430	2,480	125.6	28.8	78.8
December	184	417	2,327	126.0	26.4	78.4	191	393	2,000	133.8	28.4	78.4
Year	2,100	4,807	28,666	126.3	35.4	78.5	1,941	4,360	24,610	130.6	25.4	78.8

*Estimated on the basis of the average number of pounds of rye per sack of flour produced as shown by data for mills canvassed.
†Estimated on the basis of the average number of pounds of offal per sack of flour produced as shown by data for mills canvassed.
‡Rye flour production as compared with rye grindings.

WHEAT BOARD REPORTS ON 1948-49 CROP RECEIPTS

TORONTO—Wheat receipts by the Canadian Wheat Board during the 1948-49 crop year amounted to 293,000,000 bu., all of which was sold or committed for sale prior to harvesting of the 1949 crop. In its annual report for the 1948-49 crop year the board indicated that some difficulty was experienced in selling Canadian wheat during the winter and early spring of 1948-49. Demand improved considerably in the final quarter, however.

Sales of wheat to India, Union of South Africa, Egypt, Iran and other areas outside of Europe played an important part in the disposition of the 1948 wheat crop.

Under the present Canadian Wheat Board Act all wheat delivered to the board between Aug. 1, 1945, and July 31, 1950, comprises a five-year pool. During the first four years of this pool, board receipts of wheat amounted to 1,115,397,588 bu. Of this quantity 1,068,593,279 bu. had been sold as at July 31, 1949, leaving a balance of 46,803,308 bu. in inventory at that date.

The cost of wheat acquired by the board in the four years ending July 31, 1949, was $1,907,177,179, while sales for the same period amounted to $1,835,982,298 of which $1,823,982,298 was applicable to the five-year pool and $12,000,000 to the 1944 crop account. Inventory of 46,803,308 bu. July 31, 1949, was valued at $93,200,829.

For the four years from Aug. 1, 1945, to July 31, 1949, the board's operating costs applicable to producers' wheat, including storage costs, interest and other expenses, amounted to $46,037,727. Of these operating costs the board recovered $30,796,156, mainly in carrying charges (storage and interest) on domestic wheat and wheat for the U.K.

On April 1, 1949, the board's initial price was increased from $1.55 bu. to $1.75 bu. basis No. 1 northern in store Fort William-Port Arthur or Vancouver. This increase was retroactive to Aug. 1, 1945, and involved the distribution of $213,445,542 to producers delivering wheat to the board between Aug. 1, 1945, and March 31, 1949.

During 1948-49 the board was empowered to support the price of oats and barley.

—BREAD IS THE STAFF OF LIFE—

FDA PUBLICATION LISTS SETTLEMENT OF 14 CASES

WASHINGTON—Final disposition of 14 actions involving flour are reported in current issues of Notices of Judgment Under the Federal Food, Drug and Cosmetic Act, published by the Food and Drug Administration of the Federal Security Agency.

All actions except one were originated during the first half of 1949, and final disposition was obtained in most cases from two to three months following filing the action.

One flour milling company was fined $2,000 after entering a plea of nolo contendere to charges of violating Section 402 (a)(4) of the pure food law. That section of the law states, "the product had been prepared and packed under insanitary conditions whereby it may have become contaminated with filth." No reference was made in the report of judgment regarding contamination of flour produced by the mill.

Another company paid a fine of $1,000 after entering a similar plea. In the second instance, however, evidence of contaminated flour was cited.

Other actions involved charges of violation of holding the product under insanitary conditions where it may have become contaminated.

The majority of the cases involved small lots of flour in possession of wholesale grocers, bakers, etc., indicating that the Food and Drug Administration is using the authority granted it by passage of the Miller Amendment to the pure food law which gives the FDA the authority to seize products while held for sale after shipment in interstate commerce.

—BREAD IS THE STAFF OF LIFE—

DUNWOODY STUDENTS TOUR GENERAL MILLS

MINNEAPOLIS—The students and staff of the Dunwoody Baking School toured the local operations of General Mills, Inc., March 1. Tom Freer of GMI's bakery sales service department was in charge of the tour.

The group visited the local mill, the products control laboratories and the headquarters building of General Mills.

In addition to Mr. Freer, the students were addressed by G. Cullen Thomas, vice president; E. L. Schujahn, director of general flour sales, and Ralph S. Herman, manager of bakery sales service.

—BREAD IS THE STAFF OF LIFE—

GRAIN ELEVATOR DESTROYED

NORTH LIBERTY, IND.—A recent fire destroyed the grain elevator building of the McMillen Feed Co. with an estimated $100,000 loss. Practically no grain was in the elevator. However, bags of seed and fertilizer, and other stock, as well as the grinding machinery were wiped out. The loss is covered by insurance.

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Of course every Bond buyer builds financial independence because his Bonds at maturity will return $4 for every $3 he invests. Holding Bonds, moreover, helps him to realize he's making a profit on his job . . . makes him more resistant to influences which are unfavorable to our economic system.

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Don't think that installing Payroll Savings is "a lot of work." All you need to do is appoint one of your top executives as Savings Bonds Officer and tell him to get in touch with your State Director, Savings Bonds Division, U. S. Treasury Department. The State Director will provide application cards, promotional material, and as much personal help as necessary. Remember—Payroll Savings *pays!*

**Sponsored by the Board of Governors of the Federal Reserve System and conducted by the University of Michigan. Based on 3,500 interviews in 66 sampling areas throughout the nation.*

The Treasury Department acknowledges with appreciation the publication of this message by

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This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.

Fresh Flavor

If you have ever tasted sweet corn that went into the kettle just a few moments after it was picked, you're not likely to forget its full, fresh flavor.

Rye flour, too, is at its best when fresh. And that's a good reason for getting your rye flour from Pillsbury. Thanks to efficient distribution, careful handling, and rapid turnover, Pillsbury's Rye Flours reach you while their fine rye flavor is at its peak.

If your aim is to make the best-tasting loaf of rye bread in town, here's your flour!

White to dark—a type for every purpose ... Also RY-BLEN-DO—a blend of Pillsbury's choice Rye Flours and strongest Northwest Clear.

Pillsbury's Rye Flours

PILLSBURY MILLS, Inc.

General Offices: Minneapolis 2, Minn.

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO — Another round of freight rate increases, the third in two years, will go into effect in Canada late this month. The Board of Transport Commissioners awarded railways an increase of 7.4% on most types of traffic and the railways expect to have it in operation in about three weeks. The huge grain traffic of the West will be largely exempt. Carload rates on grain and grain products moving between the head of the lakes and the Pacific Coast will not be touched. Most of this trade is exempted from rate increases by statute.

The board also directed that the increase is not to be applied to feed grains or to export and import rates to and from Canadian ports which have been placed on parity with U.S. ports. On the rates to which it is applicable the new boost brings the cumulative freight rate increase of the last two years up to 40%.

CANADIAN REACTION TO BRITISH ELECTION

Parliamentarians and political observers in Canada regard the result of the recent British elections disappointing. Most of them look for another election within a short time and, pending that, they believe Britain's voice in international political and economic discussions will be less firm than they would like to see it.

There is one school of thought in Canada which holds that the Cripps attitude to saving dollars and balancing trade has been unduly doctrinaire and has ignored Britain's moral obligations in Canada arising out of gigantic food deliveries when Britain had no other source of food and ignores also the all-important consideration of maintaining good-will between the two senior members of the Commonwealth. There is another school which holds that Britain had no choice but to make drastic cuts in its purchases of Canadian goods and other products, unpleasant as they may ultimately be for Canadian producers.

CANADIAN-U.S. TRADE TALKS

Top Canadian and U.S. trade officials will meet in Ottawa this month to seek a solution for wheat and potato problems confronting the two countries. Informed sources say that Charles F. Brannan, U.S. secretary of agriculture, will meet with C. D. Howe, a Canadian minister of trade, to discuss Canadian wheat exports under the international wheat agreement and the opposition on U.S. potato growers to the appearances of Canadian potatoes on the American market.

Differences between Canada and the U.S. over wheat quotas for Germany and Japan became known a few months ago when the council of the international wheat agreement met in London. The U.S., sponsoring Germany and Japan as new importing members of the pact, has indicated it wants to increase its own export quota to cover all the needs of the two countries. Canada has agreed to vote for inclusion of Germany and Japan on condition that the Canadian quota be increased from the current 200 million bu. a year to about 230 million bu.

Canadian officials say that so far there has been no official requests asking Canada to stop sending Canadian potatoes to the U.S., but such action may be taken. Under current agreement Canada can ship into the U.S. about one million bushels of table stock and two and one half million bushels of seed at half the normal 75¢ cwt. tariff rate. Shipments above that amount bear the full tariff. The crux of the problem is that even under the full tariff rate Canadian exporters can sell Canadian potatoes cheaper in the U.S. than the local price-supported product.

CANADA'S TRADE WITH SYRIA INCREASING

J. M. Boyer, Canadian government trade commissioner in Cairo, in a report to the Department of Trade and Commerce at Ottawa, said that Canadian trade with Syria and Lebanon materially increased from a total of $300,000 in 1946 to some $6 million in 1948. This rise, however, has been due to large purchases of wheat flour and wheat which cannot be expected to continue.

In 1947 more than 55% of all Canadian exports to this territory consisted of wheat flour and in 1948 over 90% was made up of wheat flour and wheat. When it became apparent early in 1949 that Syria would have a large wheat crop Lebanon and Syria concluded an economic agreement which provided, amongst other things, for an import duty of 50% on cereals. This made it difficult for Canada to compete in selling that commodity in that territory.

CLEARANCES OF WHEAT LISTED

Following are cumulative clearances of Canadian wheat by ports during the period Aug. 1, 1949, to Feb. 16, 1950, with compaarble figures for the same period of previous year in parentheses, amounts in bushels: Montreal 35,159,338 (26,792,528); Sorel 4,840,506 (3,687,709); Three Rivers 2,559,549 (2,874,371); Quebec 2,823,491 (....); West Saint John 5,846,829 (7,029,774); Halifax 3,158,921 (3,984,631); Churchill 5,527,534 (5,314,510); Vancouver-New Westminster, 35,299,465 (23,031,410); Albany .... (791,305); Baltimore .... (7,685,100); New York 37,050 (341,000); Philadelphia .... (34,484). Totals 95,252,692 (81,566,822).

—BREAD IS THE STAFF OF LIFE—

CANADIAN FEED GROUP PLANS 1950 CONVENTION

TORONTO—The annual convention of the Canadian Feed Manufacturers Assn. will be held June 26-July 1 at Bigwinn Inn, Muskoka Lakes, Ontario.

Expected to attend are members representing feed manufacturing companies, flour mills, grain companies, packing plants and others. A large attendance is predicted.

Canadian Flour Production for January Above 1949

TORONTO—Flour production in Canadian mills for January amounted to 1,550,336 bbl. compared with 1,468,649 bbl. for the same month last year. This brought the total production for the first half of the current crop year to 10,595,246 bbl. against 10,909,246 bbl. for the same period of 1948-49.

Although the January production rose above the same month last year, the month's output was the lowest in the present crop year and the total for the six months ending with January fell below that of a year ago. Wheat processed into flour for January amouned to 6,808,394 bu. while for the same month last year the amount was 6,526,438 bu.

Mills reporting January operations had a total milling capacity of 97,755 bbl. per 24-hour day and over a 25-day working period in the month 63.4% of this was effective compared with 64.3% in December.

Flour exports for January amounted to 933,651 bbl., the highest monthly export so far this crop year. The comparative export for January, 1949, was 834,741 bbl. Total exports for the six months to end of January amounted to 4,932,816 bbl. compared with 6,097,414 bbl. for a like period in 1948-49.

Millfeed production for January amounted to 53,010 tons compared with 49,739 tons for the same month a year ago. Production for the first six months of 1949-50 amounted to 362,784 tons while for the same period in the previous crop year the amount was 377,388 tons.

Sales Under Wheat Agreement

Importing countries	Guaranteed purchases bu.	Exporting countries§ — Total sales—bushels: United States* Wheat	United States* Flour	United States* Total	Australia†	Canada†	Total
Austria	11,023,112	3,364,380	984,087	4,348,467	....	....	4,348,467
Belgium	28,008,010	4,634,931	15,312	4,650,243	....	5,404,220	10,054,463
Bolivia	2,755,778	404,181	212,063	616,244	....	366,024	982,268
Ceylon	4,409,244	....	....	....	1,409,214	....	1,409,214
Cuba	7,422,228	33,793	941,529	974,322	....	2,248,888	3,223,188
Denmark	1,418,723	....	....	....	....	232,231	232,231
Dom. Republic	734,974	....	77,497	77,497	....	472,328	549,825
Ecuador	1,102,311	....	784,458	784,458	....	288,397	1,072,855
Egypt	9,418,188	....	....	....	1,735,929	1,908,000	3,653,929
El Salvador	404,181	33,314	314,488	347,802	....	114,864	462,666
Greece	10,779,364	4,690,911	691,874	5,382,785	....	....	5,382,785
Guatemala	367,437	....	296,584	296,584	....	110,049	406,633
Haiti	1,028,924	....	90,310	90,310	....	828,364	918,674
India	‡38,288,935	....	....	....	....	....	....
Ireland	10,104,320	1,606,334	....	1,606,334	....	2,196,000	3,792,334
Israel	3,144,118	573,333	182,741	756,074	....	2,943,892	3,699,966
Italy	39,118,870	3,798,384	790,527	4,588,911	....	....	4,588,911
Mexico	8,155,823	5,574,868	....	5,574,868	....	149,440	5,724,328
Netherlands	25,720,597	12,081,327	2,302,249	14,383,576	1,904,000	497,881	16,784,825
New Zealand	4,092,863	....	....	....	32,487	....	32,487
Nicaragua	183,960	....	214,823	214,823	....	74,352	289,175
Norway	7,718,178	1,767,492	2,072,528	3,840,020	513,333	2,153,997	6,504,350
Panama	674,442	....	76,549	76,549	....	210,322	286,871
Peru	1,511,556	2,413,193	....	2,413,193	....	56,208	2,469,401
Philippines	7,082,789	....	61,132	61,132	....	....	61,132
Portugal	5,144,118	3,559,810	592,971	4,152,781	....	132,293	4,285,074
Saudi Arabia	1,837,185	57,333	145,170	202,503	....	316,402	518,905
Sweden	2,755,778	....	....	....	1,004,290	....	1,004,290
Switzerland	6,430,110	....	....	....	....	4,999,310	4,999,310
Un. of S. Africa	11,023,112	....	....	....	2,000,000	5,800,000	7,800,000
U. K.	177,067,840	4,017,407	1,816,964	5,834,371	18,331,828	130,328,988	153,448,782
Venezuela	4,776,491	....	918,829	918,829	....	3,943,556	4,862,385
Other signatory countries	10,428,450						
Total	458,383,389	33,980,203	13,825,674	48,515,877	33,868,482	153,581,727	256,962,502
Guaranteed quantities (exporting countries)				155,183,835	80,000,000	203,069,835	438,253,669
Balance				89,013,754	46,131,798	49,187,913	196,320,444

*Sales confirmed by CCC through Feb. 28, 1950.

†Sales recorded by Wheat Council through Feb. 21, 1950.

‡Council advised of fulfillment this quota though quantities not yet recorded.

§France and Uruguay also are listed as exporters. Uruguay has confirmed no sales against a quota of 1,837,185 bu. France has recorded the sale of 1,469,748 bu. to the Netherlands and 1,716,864 bu. to the U.K. against its quota of 3,306,934 bu.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—Regardless of the political and financial difficulties facing Britain at the present moment, there is no dearth of optimists forecasting the relaxation of some, at least, of the controls now besetting trade activity. Illustrative of the change of viewpoint attributed to the authorities is the fact that while Socialist orators were stumping the country, advocating the merits of bulk buying and controls before the electorate, officially-sponsored talks were taking place with representative traders in an effort to formulate a scheme for the gradual return of trade to private hands.

While the policy of keeping electors in the dark about a party's ultimate intentions can be accepted as a political necessity where conflicting ideologies are involved, some observers have suggested that the double dealing of the Socialists was nothing more nor less than political chicanery.

Among the experts forecasting relaxation is Sir Rolande Wilde, a former senior official to the Ministry of Food and now a commercial advisor to the government. He stated that as a result of the improvement in the world food supply position Britain would soon be in a position to abolish many rationing controls. Sir Rolande declared that one of the reasons for the success of the wartime Ministry of Food was that Lord Woolton, then in charge, had declared himself non political. It is a pity, he added, "that the Ministry cannot help allowing politics to interfere with trade."

In that statement Sir Rolande underlines the main criticism of the system of bulk buying. Traders claim that not only will they be able to buy grain and other commodities more cheaply on the world's markets but that their deals will not be accompanied by the political bickering which has marred recent relations

with the commonwealth countries of Canada and Australia.

GERMAN DOMESTIC GRAIN SUPPLIES LOW

With the almost complete cessation of supplies of domestic wheat, German millers are having to place greater reliance on imported stocks. Due to delays in shipments some holdups have occurred at the port mills resulting, in certain instances, to complete shutdowns. In addition to supply difficulties, the millers have complained about the bad quality of the wheat coming from Argentina, excessive admixture and age being the predominating faults quoted. Home grown wheat supplies turned in to the authorities show an increase over last year's figure. In the period July 1, 1949, to Jan. 31, 1950, grain deliveries in western Germany came to 2,716,000 metric tons compared with the 2,150,000 tons delivered in the same period a year ago.

Germany has been buying Argentine wheat on three-way deals with Sweden, that country using her South American credits to pay for the wheat which is then sold to the Germans.

Negotiations are in progress for the supply of a further 100,000 tons by this method, but the price is said to be too high for the German market. The German authorities have also come up against difficulties in finalizing a wheat deal with Pakistan. The Germans considered that the price of $100 ton to be too high. In addition the Pakistanis want to export the wheat in sacks, a method unaccepted to the Germans.

There has been some criticism in German trade circles concerning a recent grain deal with France involving 100,000 tons of rye. Wilhelm Niklas, food minister, answering the charges, said there were no grounds for concern because the rye would be paid for not in dollars but in an easier currency and would offset the need for the same amount of rye to be delivered under ECA arrangements.

ITALIAN GROWERS WANT PROTECTION

A turnabout in policy by wheat producers is reported from Italy. When wheat was in short supply, the growers opposed the government's plan for opening state collecting centers to which the growers were compelled to deliver a fixed proportion at a fixed price. Now farmers are asking the government to open up state collecting centers once again and to fix a quota of not less than one million metric tons. They fear that the world wheat price will drop even further and therefore wish to insure that for at least part of their outturn they get a reasonable price.

The millers have recently voiced complaints that they are losing money by having to pay a high price for wheat and selling the resulting flour at a low figure with no compensatory profit.

ACUTE MILLFEED SHORTAGE IN EIRE

There is an acute shortage of millfeed in Eire following the imposition of the rule that the bulk of the production from the mills must be used for the manufacture of compound feeds. Consequently there has been some discussion in government circles concerning the advisability of stepping up the imports of millfeed to meet consumer requirements. Such a course has been ruled impracticable at the moment because of the high prices which foreign exporters are stated to be asking.

FINLAND BUYING FROM ARGENTINA

The Finnish government, still faced with the failure of its wheat purchasing talks with the Russians, is buying more supplies from Argentina, the latest deal reported involving 29,000 metric tons for March shipment at a price of $78.50 ton f.o.b. Last year Finland's total wheat imports from Russia amounted to 100,000 tons, Argentina supplying the remaining requirement of 7,000 tons.

IMPROVED TURKISH CROP FORECAST

Last year Turkey suffered a disastrous harvest and extensive imports had to be made to fulfill consumer requirements. The same position is not likely to arise this year unless exceptionally adverse weather is experienced. Observers are forecasting an abundant crop and they attribute this optimism to the large quantity of agricultural machinery imported under the auspices of ECA and the practical encouragement given to producers by the government. This took the form of making government land available for cultivation and supplying seed. Additionally, the weather last fall was extremely favorable to agriculture while the growing crops have been adequately protected by a good snow covering which offset the effects of a severe cold spell.

BAKERS LOSE MONEY, BLAME FLOUR

Many British bakers are complaining that they are now incurring losses in their bread producing activities following the serious decline in consumption apparent during the past few months. The millers are also feeling the effect of the slide in sales.

Both sides of the industry blame the poor quality of flour they are forced to mill and use under the government's insistence upon the retention of the 85% extraction rate. It is becoming economically impossible for many bakers to carry on their bread production, and those that are doing so claim that their cake trade is subsidizing bread. Other factors governing the recent sales drop are considered to be the higher price charged for bread following the devaluation of the currency, lower purchasing power of people suffering from a high rate of taxation, the increase in the cost of living, larger supplies of other foods becoming available in a market hitherto starved of variety and finally the recent adverse publicity given to the chemical treatment of flour.

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1000 cwts. Flour—250 cwts. Meal
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Milled Under Laboratory Control
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Wisconsin Rye Flour
We Specialize in Dark Varieties
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EVERYTHING FOR THE PIE BAKER
Crust Rollers — Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
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— and the womenfolks will soon be wanting new Spring dresses in colorful designs — like those used in

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Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

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WESTERN MILLING CO.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

"Cafeteria Style" Program Planned for District 4 Meeting

MINNEAPOLIS — The "cafeteria style" program, tested at the January meeting of District 4, Association of Operative Millers, got the approval of the members of the district and the same type of program will be presented at the group's next meeting to be held at Hotel Radisson April 8.

The program consists of four forum discussions held at the same time. The members are given their choice of which of the four discussions they want to hear or to participate in. The four groups will join for luncheon, which will be followed by presentation of one speaker.

A tentative program has been planned for the April meeting, as follows:

"High Speed Sifter Operation," with K. L. Nordstrom, General Mills, Inc., Minneapolis, as moderator.

"Durum Milling," with Clyde C. Carver, Commander-Larabee Milling Co., Minneapolis, as moderator.

"Safety Programs for Flour Mills," R. J. Rocheford, Pillsbury Mills, Inc., Minneapolis, moderator.

The fourth group will be given a demonstration of the explosiveness of organic dusts. W. F. Rosenberg, Aetna Casualty and Surety Co., will present the demonstration. Millers are asked to bring samples of dusts for testing.

Paul L. Dittemore, editor of Milling Production and technical editor of The Northwestern Miller, will be the luncheon meeting speaker. He will present an analysis of postwar milling capacity and production.

—BREAD IS THE STAFF OF LIFE—

NEW ELEVATOR UNDER WAY

ARLINGTON, KANSAS — The Farmers Cooperative Commission Co. here is constructing a new 150,000 bu. concrete elevator, which is scheduled to be completed by harvest time. It will be a regular bonded and licensed warehouse. The new elevator is being built south of the firm's present 9,000 bu. structure. Jerry Hinshaw is manager. James Dean, Hutchinson, is general manager of the cooperative.

—BREAD IS THE STAFF OF LIFE—

BAKERS ATTEND DANCE

ROCHESTER, N.Y.—Bakers and their wives from a wide area attended the annual dinner dance of the Rochester Master Bakers Assn. in the Oak Hill Country Club Feb. 18. Cocktails, dinner and dancing were on the program. Robert Johnson was general chairman.

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Millers of Kansas Hard Wheat Flour

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MULTI-WALL PAPER BAGS
BURLAP AND COTTON BAGS
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It pays to pick the right cake flour! Average flours really cost more than top quality flours like ROYAL FLUFF-EAT-A, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with ROYAL FLUFF-EAT-A.

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Capacity 14,000 Sacks Daily

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Milled with infinite care and skill from premium wheat. Outstanding among the country's finest flours.

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Since 1856 NEW ULM, MINNESOTA

After all!
"THERE IS NO SUBSTITUTE FOR QUALITY"

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QUALITY FLOURS
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WHOLE WHEAT
WHEAT GRAHAM
"WINGOLD"
RYE FLOURS

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Millers of HARD SPRING WHEAT and RYE FLOURS

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Over a Century of Milling Progress
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104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:
HUMMER—Spring Hi-Gluten
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White · Medium · Dark
GEORGE URBAN MILLING CO. BUFFALO N. Y.

OPERATIVE MILLERS PLAN JOINT MEETING AT COLLEGE

MANHATTAN, KANSAS—A record attendance is anticipated for the annual joint meeting of Districts 1 and 2, Association of Operative Millers, to be held at Kansas State College March 10-11. An inspection of the 130-sack mill in the department of milling industry will be one of the features of the program.

A modernization program for the mill was completed recently and it is planned to have the mill in operation during the afternoon of March 10 for the benefit of the visiting millers. Much of the modernization was carried out in the cleaning department of the mill and practically all of the machinery in that department is new.

Rogers C. B. Morton, president of Ballard & Ballard Co., Inc., Louisville, Ky., will be the featured speaker at a dinner to be held March 10. Mr. Morton's topic will be "Reselling America to the Americans." The dinner will be held in Thompson Hall on the college campus and will begin at 6.15 p.m.

The sessions during the morning of March 11 will be held in the engineering school's lecture room on the campus. Prof. G. A. Sellers, head of the department of shop practice of the engineering school will be the first speaker. His subject will be "Industrial Safety and What It Means to the Milling Industry."

Dry milling of sorghum grain will be discussed by Dr. H. N. Barham of the department of chemistry.

The third speaker on the morning program will be J. O. Clarke, Food and Drug Administration, U.S. Security Agency. Mr. Clarke, director of the division of program research for FDA, will outline the administration's plans for research in insect infestation and its relation to flour contamination.

E. P. Farrell and Arlin B. Ward, both of the milling department staff, will follow Mr. Clarke on the program with an explanation of the flow of the college mill.

E. B. Hite, superintendent, Midland Flour Milling Co., Kansas City, will be leader of an open forum discussion on flour mill sanitation, as the final item on the morning program.

A group luncheon will be held at the Wareham Hotel, and the luncheon will be followed with business meetings of each of the two participating AOM districts.

The program has been planned by the staff of the milling industry department, which is host each year to the joint meeting of the two operative millers' groups.

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Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.
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Over 60 Years Experience Making Quality Products
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THE BUHLER MILL & ELEVATOR CO.
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New Mill Completed 1950
"SLOGAN"
A Modernized Flour for the Baker
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"BLODGETT'S" RYE
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Exceptional Bakery Flours
TWELVE-40 NO-RISK PLA-SAFE
THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS
Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

Bakery Engineers

(Continued from page 9)

ducing bakery products and the many factors affecting those costs.

Following the session's call to assembly by Mr. Richter, Mr. Weberpals introduced the subject under discussion, pointing out three factors which make costs so important to the baking industry.

The floor under ingredient costs, because of government supports, high and ever-increasing labor cost and competition within the industry brought about by a sagging consumer price level, coupled with the industry's higher costs versus the pressure the industry is under to lower selling costs—all these factors combine to indicate to the baker that "tomorrow's profits will be found in today's waste," Mr. Weberpals said.

Peter G. Pirrie, Bakers Weekly, New York, covered the practical application of costs in their relation to production control, including material costs and shop and equipment maintenance.

Profit margins in the baking industry depend more on strict control of cost variables than on any other factor, Mr. Pirrie said.

"By decreasing these cost variables," the speaker said, "the baker may increase the margin between his cost and his product's return." Referring primarily to the range of cost conditions, Mr. Pirrie said that some baker will gain an advantage in the production of bread merely because his range of cost is better. The problem facing the baking industry in cost control, he pointed out, is to insure a reasonable return on its investment and at the same time to enable bakers to improve quality and make money in order to improve the quality more.

"The place to cut costs is not in the formula," Mr. Pirrie stated. "Never cheapen the mix, but search out the cost variables. Small leaks run into many dollars," he said in stressing the theme of his dicussion.

Arthur Cordes, William Freihofer Baking Co., Allentown, Pa., presented a discussion of the practical application of labor costing. He suggested a system of unloading flour at a fixed cost by using volunteers in overtime work.

Advance scheduling of production operations to utilize most efficiently the time of employees was stressed as important to the successful operation of a baking plant. Mr. Cordes pointed out that this requires the pre-determination of the labor required for the various phases of production. These figures, representing maximum efficiency, must then be checked against actual figures of production operations.

He presented an example of an efficient floor layout for a cake production department and illustrations of typical makeup and finishing tables for sweet goods production.

Overtime, Mr. Cordes said, should be checked constantly to hold this premium pay to a minimum. He pointed out that considerable gains can be made by using standardized forms to control methods of handling and scheduling. Accurate control of the daily schedule for sponges and doughs is necessary to insure uniformity of products, he said.

By using proper and efficient methods of control and good supervision, the figure of pounds-of-dough-per-man-hour can be controlled to keep labor costs equivalent to the costs in existence prior to the recent rise of labor rates, he maintained.

Practical ideas as to how thoughtful sales planning can alter the cost of production were presented by Martin Eisenstaedt, American Stores Co., Philadelphia. He cited the need for a well-coordinated and smoothly-operating business team.

Mr. Eisenstaedt recommended that the sales department and the production department be given a clear, mutual understanding of the problems of the other department. The production superintendent should always be a member of the sales planning committee, he recommended.

"Quality cannot be sacrificed, no matter what the demands of the sales department or the competitive situation," Mr. Eisenstaedt stated.

He stressed the need for flexibility and ability to change production and sales programs readily.

Morning and afternoon sessions were scheduled to continue through March 9, with an extra "bull session" planned for the evening of March 8. The traditional "Early Bird's Breakfast" will be the opening feature of the March 8 program.

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Brantford, Keewatin, Medicine Hat

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

MOSTLY PERSONAL

W. B. Saunders, Cargill, Ill., Kansas City, formerly of the Chicago office of the company, has been elected to membership on the Kansas City Board of Trade on transfer from **Lowell Nelson**, who was named manager of the Los Angeles office of the company.

●

Mr. and **Mrs. Frederick Osieck** of Laren, Holland, announced the birth of a son, **Lodewijk Emiel**, Feb. 18. Mr. Osieck is a member of the flour importing firm of Comm. Venn. Handelmij. v/h Osieck & Co., Amsterdam.

●

Lloyd Workman, International Milling Co., Minneapolis, was a visitor at the Kansas City offices of the company March 3.

●

James H. Meyers, director of service, Pillsbury Mills, Inc., Minneapolis, arrived in New York March 3 for a visit of several days, and **R. D. Watson**, assistant to the director of personnel, Minneapolis, left New York at the close of the week after a short visit.

●

T. M. Powers, sales supervisor, Eagle Roller Mill Co., New Ulm, Minn., returned to New Ulm from New York March 5, following the return to New York of **Saul Wooster**, manager there, from a Florida vacation.

●

W. P. Bomar, president of Bewley Mills, Inc., Fort Worth, was a visitor in Kansas City last week.

●

Milton P. Fuller, chairman of the board of the King Milling Co., Lowell, Mich., visited friends in Kansas City and Topeka markets last week.

●

James F. Mullin, manager of Leval & Co., Inc., at Minneapolis, was a visitor in Kansas City markets March 2-3.

●

W. B. Lathrop, vice president, Tex-O-Kan Flour Mills Co., Dallas, called on the trade in Kansas City over the past week-end.

●

David Coleman of David Coleman, Inc., New York, left to attend bakery engineers' convention at Chicago shortly after his return from Florida and planned to go on to Hot Springs, Ark., for his annual visit.

●

Rudolph Vogel, manager, overseas division, Pillsbury Mills, Inc., New York, returned home Feb. 28 from a visit to Cuba.

●

A. F. Friesen, Continental Grain Co., Salina, Kansas, was elected recently to membership on the Salina Board of Trade.

●

Bernard L. Schwartz, sales manager of the corn mill division, Chas. A. Krause Milling Co., Milwaukee, has been elected a member of the Milwaukee Grain Exchange.

●

Garit H. Tempas, formerly with Ladish Malting Co., Milwaukee, has resigned to become associated with the Malt Research Institute. He is succeeded at the Ladish firm by Carl E. Buch, formerly with the W. M. Bell Co., Milwaukee grain firm.

●

Elmo Sleight, director of sales for the Acme Flour Mills Co., Oklahoma City, has returned from a trip to Texas coastal cities. He was accompanied on the trip by the company's Texas representative, **F. L. Denhollem**.

●

Robert T. Howle, Amarillo, flour and feed sales manager of the Texas panhandle and New Mexico district for General Mills, Inc., has been a recent visitor in Oklahoma City, where he formerly resided. **Mrs. Howle** accompanied him.

●

Virgil Artman, sales manager for the Acme Flour Mills Co., Oklahoma City, has returned from a trip to eastern Oklahoma. He was accompanied on the trip by **D. C. Hardcastle**, company representative.

●

James S. Hargett, Oklahoma City, president of the southwestern division of General Mills, Inc., was a recent visitor at company headquarters in Minneapolis.

●

E. C. Dreyer, Dreyer Commission Co., St. Louis, and **Mrs. Dreyer**, are in Mineral Wells, Texas, on a month's vacation.

●

David S. Jackman, vice president, treasurer and general manager, Kansas Milling Co., Wichita, has been reappointed to a six-year term on the board of governors, University of Wichita Foundation for Industrial Research.

●

Howard C. Goss, assistant manager of branches, Kansas Milling Co., Wichita, is on a business trip which will take him to various points in Oklahoma and Louisiana.

●

Ewing Burns, vice president, Consolidated Flour Mills Co., Wichita, has returned after a week's stay in Memphis, where he attended the convention of the Self-Rising Flour Institute at the Hotel Peabody.

●

E. B. Sewell, manager, Willis Norton Co., Wichita, is in Chicago, attending the convention of the American Society of Bakery Engineers.

●

Ralph B. Potts, Wichita, chemist for the Swam Experimental Laboratories, and **Homer Poe**, chief chemist, Wichita Flour Mills Co., are attending the convention of the American Society of Bakery Engineers, Chicago.

●

John B. Wall, vice president and sales manager, Wall-Rogalsky Milling Co., McPherson, Kansas, is attending the bakery engineers' meeting in Chicago.

—BREAD IS THE STAFF OF LIFE—

Rye Flour Output

Following is the rye flour output reported to The Northwestern Miller by principal mills of Chicago, Minneapolis and outside points in the Northwest, in sacks, with comparative figures for the previous weeks:

	Feb. 11	Feb. 18	Feb. 25	Mar. 4
Five mills	[illegible]	[illegible]	[illegible]	*[illegible]

*Four mills.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring top patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter short patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Seattle	Los Angeles
Family patent	[illegible]	[illegible]
Bluestem	[illegible]	[illegible]
Bakery grades	[illegible]	[illegible]
Pastry	[illegible]	[illegible]

	Toronto	*Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]
Spring exports§	[illegible]	[illegible]
Ontario soft winters	[illegible]	[illegible]

*In cottons, Fort William basis. §[illegible] cottons.

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard middlings*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour middlings†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard middlings*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour middlings†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	[illegible]

*Brown shorts. †Gray shorts. ‡Fort William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on Feb. 25, and corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hutchinson	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Chicago Mar.	Chicago May	Chicago July	Chicago Sept.	Kansas City Mar.	Kansas City May	Kansas City July	Kansas City Sept.
Feb. 27	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Feb. 28	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN Chicago Mar.	CORN Chicago May	RYE Chicago May	RYE Chicago July	RYE Winnipeg May	RYE Winnipeg July	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago Mar.	OATS Chicago May	OATS Minneapolis May	OATS Minneapolis July
Feb. 27	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Feb. 28	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar. 4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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Special Service to Flour Mills on Export and Domestic Ocean and Lake Insurance and Transportation

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DEATHS

C. D. Sturtevant, 72, retired grain merchant, died March 2 at his home in Wilmette, Ill. He was a former vice president of the Chicago Board of Trade, and was president of the Bartlett-Frazier Co. until he retired in 1938. He was born in Chicago, but a major part of his grain trading activities were in Des Moines and Omaha. He returned to Chicago in 1933. During the war, Mr. Sturtevant was general traffic manager for the Commodity Credit Corp. Survivors include his widow, one son and two daughters.

Charles E. Drake, founder, with his brother **Newman**, of Drake Bakeries, Inc., Brooklyn, died at his home in Greendell, N.J., Feb. 28. He was 87. Mr. Drake had been retired for many years from active business.

Earl J. Wagner, owner of the State Road Bakery in Upper Darby, Pa., for many years, died recently. He was 59. Survivors include his widow, his mother, a brother and four sisters.

—BREAK IN THE STAFF OF LIFE—

CANADIAN MARKETINGS UP

WINNIPEG—Stocks of Canadian wheat in store or in transit in North America at midnight on Feb. 16 amounted to 149,409,800 bu., as compared with 151,763,700 Feb. 9 and 149,546,000 on the corresponding date last year. Farmers in the prairie provinces marketed 2,201,300 bu. wheat during the week ending Feb. 16, sharply above last year's figure of 739,200. This brought marketings for the crop year to date to 248,337,600 bu., against 245,586,600 in the like period of the preceding crop year.

—BREAK IN THE STAFF OF LIFE—

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, Feb. 15, 1950 (000's omitted):

	Wheat	Oats	Rye	Barly
Buffalo	143	791	114	
Afloat	574	1,109		
Chicago	—	—	—	—
Afloat	—	—	—	—
Milwaukee	—	—	142	141
Afloat	—	—	—	273
New York	—	—	—	1,109
Totals	720	2,000	256	2,023
Previous week	781	2,121	292	2,470
Feb. 16, 1949	648	2,143	1,007	484

EXCELLENCE FLOUR MILLS LIMITED
Canadian Hard and Winter Wheat Flour
"GOLD STAR" • "EXCELLENCE" • "ROSELAND" • "MAGIC"
Cable Address: Burtorgeon; Bonforth, Ont., Canada
Always "Excellence" in Name and Quality

GREAT STAR FLOUR MILLS, Ltd.
Successors to Wolverton Flour Mills Co., Ltd.
Canadian Spring and Winter Wheat Flour
"SILVERKING" "GREAT STAR" "WOLF" "KEYSTONE"
Cable Address: "Wolmark"
ST. MARY'S, ONTARIO, CANADA

Maple Leaf Milling Co. Limited.
Head Office: TORONTO, ONTARIO
CANADA'S
LARGEST FLOUR MILLERS AND EXPORTERS
Cable Address "MAPLEFLOUR"

SPRING WHEAT FLOURS
Maple Leaf
Cream of the West
Castle
Nelson

Port Colborne Mills—Capacity 26,000 cwt. Daily

WINTER WHEAT FLOURS
Monarch
Crescent
•
Canary Corn Meal
•
Hillcrest Rye Flour

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: The break in spring wheat flour prices last week which resulted in considerable business for northernwestern and Buffalo mills tended to choke off inquiry in the Southwest, and sales continued in about the same volume as preceding weeks. The spring wheat business dealt the pent-up demand for southwestern flours a hard blow, for many buyers who were preparing to book winter wheat flour switched to spring, put their southwestern buying on a price date of shipment basis, or did both.

Thus sales in the Southwest last week averaged only 47% of capacity, figured on a six-day week, compared with 44% the previous week and 12% a year ago. Of the total 10% was for export.

The week marked the change-over to a price-date-of-shipment basis for two major purchasers of southwestern flour. The switch had been expected for several weeks, and thus far both buyers and sellers agree that the arrangement will be favorable for all parties involved. P.d.s. business was the rule with most plants in the area, and very few sales were made outside of this category. An eastern chain baker picked up a few additional lots of 10,000- to 25,000-sack size. Other actual sales to the bakery trade were confined to a one- or two-car classification.

Family flour sales slumped after the burst of business late last week, and quotations reverted to levels reported two weeks ago. Nevertheless, major family flour millers have obtained a fairly substantial quantity of bookings as a result of last week's spurt, and shipping directions are being received in good quantity.

After the Chicago Quartermaster, Italy and Cuba booked fair amounts of export flour, foreign trading activity quickly subsided, and since that time business has been dull. The Quartermaster on March 2-3 purchased a few small lots of domestic and export flour.

Great Britain agents last week asked for quotations on maximum .46% ash, 10.5% protein flour for April shipment f.a.s. Baltimore. Bookings were not immediately forthcoming since mills were not able to quote at a basis which was agreeable to the British. The on-again, off-again report that Brazil is inquiring for flour popped up again during the week. This time the report was accompanied by the information that they had $1,750,000 to spend on the procurement. No further developments concerning the inquiry have arisen.

The prospect this week is for completing the covering of the Great Britain interest, the buying of 30,000 sacks of "counter-flour" by Jamaica and purchasing by the Indonesian government of 75,000 to 100,000 sacks of soft and hard wheat 72% extraction flour.

Unfilled order balances have either shrunk another day or two for mills in the Southwest or remain about unchanged. Average is around 20 days. This figure would be about three times that if p.d.s. business were not a dominant factor in the market. Production was fairly good at Kansas City last week, with mills averaging just under five days of run. Operations were 80% of six-day capacity.

Quotations March 4, carlots, Kansas City, cottons: hard winter bakery short patent $5.50@5.55, standard 95% patent $5.25@5.40, straight $5.15@5.30; established brands of family flour $6.15@6.95, first clears $4.05@4.25, second clears $3.55@3.75, 1% ash clears or higher $3.10@3.25; soft wheat short patent $6.50@6.90, straight $5.30@5.40, cake flour $6.05@6.55.

One mill reports domestic business active, 5 fair, 4 quiet, 4 slow, 3 dull.

Oklahoma City: Sales last week ranged up to 125% of capacity but averaged 65%. This compared with 50% the previous week and 46% a year ago. Domestic bookings were divided 68% to family buyers and 32% to bakers. Operations ranged up to 90% and averaged 73%, compared with 78% the previous week and 80% a year ago. Prices closed 10@20¢ higher. Quotations, delivered Oklahoma points, March 4: carlots, family short patent $6.10@7.05, standard patent $5.85@6.70; bakers unenriched short patent $5.55@5.85, standard patent $5.30@5.60, straight grade $5.20@5.50. Truck lots 35¢ higher on all grades.

Salina: Demand last week remained quiet, with most buyers interested only in immediate requirements. Prices were about 5¢ sack lower. Shipping directions were fair.

Omaha: Flour sales hit an all-time low here last week, with less than a sprinkling of buying reported. Mills outstate reduced production schedules while city plants continued to fill back orders sold in January and early February. Milling spokesmen here explained that their salesmen may have oversold flour during that period, causing the slack here now. No government or export activity was reported. Quotations March 4: bakery $5.40, family $6.40.

Texas: There was no improvement in demand last week. Sales amounted to 30 to 35% of capacity, about the same as the previous week and again mostly family flour, with only the usual scattering cars for export to the West Indies. Running time continued at 3 to 4 days. Prices were about unchanged, except that clears were up about 20¢ sack. Quotations March 4, delivered TCP: family flour, extra high patent $6.30@6.75, high patent $6@6.45; standard bakers, unenriched $5.50@5.75; first clears, unenriched $4.50@4.60.

Hutchinson: Inquiry was improved last week, but the volume of new business was only a shade better for mills of the Hutchinson area. Interest was much better on the part of small to medium bakers, due no doubt, to low stocks. Their interest was chiefly in supplies for nearby requirements. Shipping directions were steady, and operations ranged from 50 to 65%. Prices were off 5¢ sack. Quotations, Kansas City basis: family patent $5.90@6, bakers patent $5.20@5.30, standard $5.05@5.15.

Wichita: Mills operated at 82% of capacity last week, compared with 80% the preceding week and 76% a year ago. Domestic sales were again light but increased to average 43%, compared with 27% the previous week. One mill reported export sales at 200% of capacity; in others, they were negligible. Shipping directions were fair. Prices were unchanged to 5¢ sack lower.

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High (1949-50)	Low (1949-50)	Close Feb. 25, 1950	Close Mar. 4, 1950
Allied Mills, Inc.	30½	24⅛	27½	28⅞
Allis-Chalmers	36⅝	23⅝	33⅞	34
Allis-Chalmers, $3.25 Pfd.	88¼	78	88	87½
American Cyanamid	57½	35¼	55¾	56½
American Cyanamid, Pfd.	133¾	99	130	133
Archer-Daniels-Midland Co.	42½	28⅝	39¾	40¾
Borden	51½	38⅝	51	51¼
Burry Biscuit Corp.	6⅞	1⅞	6⅛	6⅝
Continental Baking Co.	19⅝	13⅛	18¼	19⅛
Continental Baking Co., $5.50 Pfd.	100	85	97⅛	98
Corn Products Refining Co.	73½	57	70½	69¼
Corn Products Refining Co., $7 Pfd.	188	171½	184½	183½
Cream of Wheat	30¼	22	30	30¼
Dow Chemical	61½	43	61	60⅞
Dow Chemical, $4 A Pfd.	110	101⅞	108	109
Dow Chemical, $3.25 2nd Pfd.	133½	101	133½	127¾
**Flour Mills of America, Inc.	12⅞	8½	10¼	10½
General Baking Co.	12	8⅞	11⅝	11⅝
General Baking Co., $8 Pfd.	166	154	164½	*164½
General Foods Corp.	50½	39¼	49⅝	49⅞
General Foods Corp., $3.50 Pfd.	107	97⅞	106½	106¼
General Mills, Inc.	56⅝	44⅝	55¼	56⅞
General Mills, Inc., 3⅝% Pfd.	113	97	112	113
General Mills, Inc., 5% Pfd.	129	122¾	129	129
Great A. & P. Tea Co.	145	103½	141¾	143
Great A. & P. Tea Co., $5 Pfd.	142	128¾	135	136¼
Hathaway Bakeries, Inc., "A"	11⅝	6⅛	....	10⅜
Horn & Hardart Corp. of New York	34	30⅞	33	33½
Horn & Hardart Corp. of New York, $8 Pfd.	163	153	167	167
Merck & Co.	43¾	27	43	42½
Merck & Co., $3.50 Pfd.	99	90	97½	96½
Merck & Co., $4 Pfd.	130½	101½	128½	127
National Biscuit Co.	40⅛	36½	39⅝	38⅝
National Biscuit Co., $7 Pfd.	186	170¼	184	181⅞
Novadel-Agene	19	13⅛	16⅝	17
Omar, Inc.	18	11	....	17½
Pillsbury Mills, Inc.	34½	26	34	34¼
Pillsbury Mills, Inc., $4 Pfd.	103½	100⅝	104	105
Procter & Gamble	89¼	57¼	88¾	88
Purity Bakeries Corp.	36⅞	24¼	32¾	33
Quaker Oats Co.	112	81¼	107	107
Quaker Oats, $6 Pfd.	150	143¾	155⅝	156
Ralston Purina Co., $3.75 Pfd.	103½	93⅝	102	102½
St. Regis Paper Co.	9¼	6¼	7⅞	7⅞
St. Regis Paper Co., $4.40 Pfd.	88	77	86	87
Standard Brands, Inc.	23⅝	17¼	23	23
Standard Brands, Inc., $4.50 Pfd.	92½	82	87½	87
‡Sterling Drug	41½	33	38⅞	38⅞
‡Sterling Drug, $3.50 Pfd.	100	94	99½	99¼
Sunshine Biscuits, Inc.	60⅝	36¼	58⅞	58¼
United Biscuit of America	37½	19½	36¾	33¼
United Biscuit of America, $4.50 Pfd.	110	103	109¼	110
Victor Chemical Works	40¾	33½	40⅝	43¾
Victor Chemical Works, $3.50 Pfd.	101	91	*100½	98¼
Wagner Baking Co.	9⅝	7⅝	8½	8¾
Ward Baking Co., Warrants	6⅞	2¾	6	6⅛
Ward Baking Co.	19⅛	12	18¼	18⅝
Ward Baking Co., $5.50 Pfd.	102	67½	99¾	101

	Bid	Asked
†Colorado Milling & Elevator Co.	13½	15
†Safety Car Heating & Lighting Co., Inc.	16¼	17¾
†Standard Milling Co.	6	7
Closing bid and asked prices on stocks not traded March 4:		
Horn & Hardart Corp of New York, $5 Pfd.	111	112½
Wagner Baking Co., Pfd.	108	109¾

*Previous close. **Chicago stock market. †Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

Northwest

Minneapolis: General booking by bakers and jobbers last week resulted in increased sales totals for spring wheat mills when prices were reduced 20@25¢ sack for a period of two days. Interest quickly dried up when prices were returned to higher levels. Individual sales were not large and few buyers booked for more than 30-day requirements, but many buyers participated.

The reluctance of bakers to anticipate their needs for more than a month ahead even at the favorable prices offered emphasized their apparent determination to continue hand-to-mouth operations. Among the major flour buyers, only a few larger independents are known to have their spring wheat flour needs booked to June 1.

New sales of family flour were very limited, although directions on old contracts were brisk for a few days. Consumer buying has been stepped up, and wholesale grocers and distributors are ordering out supplies to fulfill these heavier requirements. Prices remained steady. Bakery flour prices average 15¢ lower than a week ago.

Sales by spring wheat mills averaged 158% of capacity, compared

with 108% the previous week and 61% in the corresponding week last year. Shipments from mills declined to 79% of capacity, compared with 93% the preceding week. (Percentages for this year are based on a five-day week; for last year on a six-day week.)

Operations of Minneapolis mills last week averaged 68% of capacity, compared with 70% the previous week and 66% a year ago. For the entire Northwest, operations averaged 71% of capacity, the same as the previous week and higher than the 67% reported in the corresponding week last year.

Quotations March 6: standard patent $5.40@5.75, short patent $5.60@5.95, high gluten $5.70@6, established brands of family flour, enriched $7.15, first clear $4.90@5.55, whole wheat $5.25@5.55.

Interior Northwest Mills: Demand for flour remained rather slow last week, with only the usual fill-in business reported. Shipping directions were fair to good. Production at interior mills averaged 73% last week, up 1% from the previous week and 5% from the corresponding week a year ago.

Central West

Chicago: Reports from mills and brokers revealed sales to be at a very low ebb last week. Bakers are maintaining their hand-to-mouth buying policies. Milling operations were affected last week by the coal strike, with some mills reporting they are running on a four-day week. Decided evidence of the slackening of buying interest is becoming more general. A break in the market would be helpful, mill representatives say. Directions were fair to good.

The family flour market showed an increase in interest and activity the first part of last week, when a considerable amount of bookings were made. However, during the latter part of the week buyers reverted to cautious buying of small lots. Deliveries were fair to good.

Quotations March 4: spring top patent $5.65@5.85, standard patent $5.45@5.75, first clear $4.60@5.30; family flour $7.50; hard winter short patent $5.50@5.75, 95% patent $5.35@5.55, first clear $4.65; soft winter short patent $6@6.85, standard patent $5@6.60, first clear $5.60@5.85.

St. Louis: Local mills report that new orders are very slow but that shipping directions have been very good.

Flour buyers, probably discouraged by the break of cash wheat premiums early in the week, have continued to take only immediate or very near future requirements. Millers further report that they have resting orders which they have been unable to accept, but buyers remain steadfast in their refusal to advance buying ideas. Export business has held clears firm, and mills advise that present accumulations are not burdensome. Prices on the higher grades of flour are up about 10¢, with clear prices unchanged.

Quotations March 4: family top soft patent $6.40, ordinary $5.30, top hard $6.80, ordinary $5.50; bakers soft winter short patent $6.35, cake $6.35, pastry $5.10, soft straights $5.25, clears $4.60; hard winter short patent $5.60, standard patent $5.40, clears $4.65; spring short patent $5.75, standard $5.60, clear $5.10, low protein clears $4.45.

Toledo: Operation of the mills appear to have been stepped up a bit, although it is claimed that there has not been any notable improvement in the sale of flour. There seems to be a lack of buying incentive at current price levels. The Toledo bid for No. 2 soft red wheat, 49½¢ rate points to New York March 3 was nominally around $2.08¼, equivalent to 7¢ under the close of Chicago May future.

East

Buffalo: Bakery flour sales as well as family sales were up sharply last week in Buffalo. Buyers were more interested in replenishing their depleted stocks and their purchasing was more spirited than it has been for several weeks. Local mill operations continue to be fairly good, with the output only 1% under the previous week.

Quotations March 4, f.o.b. Buffalo: spring family $7.80@7.90, high gluten $6.20@6.25, standard $5.85@5.90, first clear $5.20@5.30, hard winter standard $5.95@6, first clear $5.65

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MIDWEST FEED OFFICERS—Gathering after their election as 1950 officials of the Midwest Feed Manufacturers Assn. were the above (left to right): E. A. Worth, L. C. Worth Commission Co., Kansas City, vice president; Ralph R. Young, Young & Sons Co., Hutchinson, Kansas, president; J. D. Dean, Kansas City, executive vice president, and Ray N. Ammon, Schreiber Mills, Inc., St. Joseph, secretary. Maurice Johnson, Staley Milling Co., North Kansas City, who was reelected treasurer, was not present at the time the picture was taken.

@5.70, soft winter short patent $5.50 @5.55, straight $5.30@5.35, first clear $4.15@4.20.

New York: Substantial expansion of spring wheat flour business followed price reductions on standard patents and high glutens the middle of the week. Starting late Feb. 28, large mills cut 20¢ and then 25¢ sack from their levels, bringing them into line with small operators at the $5.90 and $6.20 figure. Bakers replenished their diminishing stocks, and since the break came when many had practically exhausted their contracts, good volume resulted.

Orders were not in large units and round lot sales were lacking, but the number of the orders produced good totals. Most of the flour will come out in 30 days, even though some of it is for 120-day shipment.

Southwesterns did not share in the spurt. Chain bakers were not in the market except on price-date-of-shipment basis or for 10-day needs. Purchases at the close of the previous week by one organization for April and May made the only volume from this group in some time. Soft wheat flour buying was scattered, with limited totals.

When prices returned to their normal levels they were practically the same as the previous week.

Quotations March 5: spring family $7.80, high glutens $6.30@6.45, standard patents $5.95@6.15, clears $5.35 @5.60; southwestern short patents $6.05@6.25, standard patents $5.75@5.90; high ratio soft winters $6.25@7.25, straights $5.15@5.95.

Pittsburgh: Flour business remained generally slow last week, to a great extent due to the closed mines and mills in the area. Price reductions on spring wheat flours did increase sales of that type to a certain extent, however. Sales were for nearby needs, and the increased volume resulted only because of sales over a wider territory.

More inquiry followed word that at the end of the week mines were likely to open and it is expected that bakers now will cover their requirements. Bread and cake sales dwindled further in this area. Family flour moved in satisfactory volume. Shipments of bakery flour, however, were slower. More liberal credit terms are forecast now that mines are in operation, a factor which is expected to improve flour business.

Quotations, f.o.b. Pittsburgh points, March 4: hard Kansas bakers standard patent $5.73@5.90, medium patent $5.83@6.10, short patent $5.93@6.15; spring wheat standard patent $5.95@6.35, medium patent $6.05@6.40, short patent $6.15@6.45; clears $5.25@5.65; high gluten $6.30@6.55; family flour, advertised brands $7.16 @7.85, other brands $6@7; pastry and cake flours $5.25@7; Pacific Coast pastry flour $6.23.

Boston: Flour quotations showed little variation in the Boston market last week outside of slight changes in existing price ranges. Springs are 5¢ higher to 5¢ lower, with most grades unchanged. Hard winters also were steady. Soft wheat flours gained 5@20¢, but the volume of trading was quite limited.

Business continued unusually quiet, with most buyers content to sit the current situation out. The only trading reported was for small fill-in lots. Some mills were reported to be offering supplies at price concessions. There were some signs of anxiety among the larger buyers following reports of the government's holdings of wheat.

Quotations March 4: spring short patents $6.17@6.37, standards $5.97 @6.17, high gluten $6.27@6.47, first clears $5.37@5.62, hard winter short patents $6.12@6.27, standards $5.77 @5.92, Pacific soft wheat flour $6.27 @6.52, eastern soft winter straights $5.02@5.97, high ratio $6.27@7.27, family $7.79@7.82.

Philadelphia: Firmness in wheat futures has been communicated to the local flour market, and prices edged forward. However, demand has not improved. Advances over the previous week ranged from 5@15¢ sack. Hard winter short and standard patents posted a 15¢ advancement. All others were 5¢ sack higher.

Larger bakeries are showing renewed interest in acquiring additional stocks of flour, but their idea of price is about 15¢ sack under current postings. Smaller establishments are confining purchases to moderate amounts.

Mill representatives believe that the hand-to-mouth operating procedure is likely to be continued for some time, barring an important major change in the outlook. Some believe this may come in the nature of concern over the supply situation as an outgrowth of the coal strike.

Retail baking establishments in coal regions have experienced a sharp drop in demand for cakes, pies, etc., and bakeries elsewhere are finding that the growing unemployment in other industries is causing a reduction in sales volume.

Those catering to the export trade have been heartened by reports that a number of countries will soon be seeking to fill their new allocations, but thus far things are still quiet. Ship manifests continue to show little flour being sent abroad.

Quotations March 4: spring family $7.25@7.55, high gluten $6.45@6.55, short patent $6.25@6.35, standard $6.15@6.25, first clear $5.70@5.85; hard winter short patent $6@6.10, standard $5.75@5.90; soft winter standard $4.85@5.05.

South

New Orleans: Flour sales were larger last week, principally for replacement and shipment during the month. Hard winters enjoyed the greater portion of the business, which came from the baking and jobbing trade. A slight increase was also noticed in northern spring sales, since the differential over hard winters has narrowed somewhat. In a few instances sales were consummated into first half April shipment.

Cracker and cookie bakers continue to note a good demand for their products and are purchasing soft winters in moderate amounts for March delivery. Central states types led in sales. Pacific Coast soft winters continue in rather poor demand. Cake flours continue to move rather slowly, with cake bakers finding a more spotty demand in the retail market.

Shipping directions showed a slight improvement, with stocks on hand slightly heavier. Export flour sales were relatively light, although inquiries were more numerous. Only small lots have been consummated, principally with the Netherlands importers. Very little business is passing to the Latin American countries.

Quotations March 4, carlots, delivered, packed in 100-lb. multiwall papers: hard winter bakery short patent $5.50@5.60, standard $5.35@5.50, first clear $4.60@4.90; spring wheat bakery short patent $5.90@6.05, standard $5.75@5.90, first clear $5.30 @5.60, high gluten $6.10@6.30; soft wheat short patent $5.70@6.20, straight $5.20@5.45, first clear $4.65 @4.85, high ratio $4.85@6.40; Pacific Coast cake $6.65@6.85, pastry $5.90 @6.10.

Martin McGuire

SALES ENGINEER—H. M. Sears, president and general manager, Sprout, Waldron & Co., Inc., Muncy, Pa., has announced the appointment of Martin McGuire as western field representative for the company. Until his affiliation with Sprout, Waldron, Mr. McGuire was employed by Barnard & Leas Manufacturing Co., Inc., Cedar Rapids, Iowa. He will maintain his headquarters at 2300 Fourth Ave. S.E., Cedar Rapids.

Pacific Coast

Seattle: The flour market remains quiet, with export sales still limited because of the action of the Philippine government to halt imports of flour until quotas are set up. It had been hoped that because of participation of that nation in the International Wheat Agreement sales of subsidized flour from the U.S. would result immediately. Quotations March 6: family patent $7, bluestem $6.16, bakery $6.19, pastry $5.94.

Portland: Milling production at a low ebb, with no pickup in either domestic or foreign business. Mills suffered a setback March 2 when the Philippine government prohibited establishment of credit for flour purchases. Quotas are to be established on imports and until these are set-up, there will be no sales of flour to the islands by any export country. It has not been established who will receive the quotas or how much they are to get. It is a confused picture for Pacific Northwest flour mills, but they are hopeful it will soon be cleared up.

Quotations March 4: high gluten $6.20, all Montana $6.15, fancy hard wheat clears $6.05, bluestem bakers $6.09, cake $6.85, pastry $6.05, whole wheat 100% $5.65, graham $5.55, cracked wheat $5.55.

Canada

Toronto-Montreal: Tenders are being called by Ceylon for a large amount of Canadian flour, and brokers and mills are working hard to get the business. Prices quoted in some cases are too low to use regular shipping services, and steamers are chartered to carry the flour at lower prices. Business with British West Indies is on a tender basis and unsatisfactory to most Canadian mills. Usual amounts are going to the U.K. The domestic market is steady.

Quotations March 4: top patent springs for use in Canada $11.10 bbl., seconds $10.60, bakers $10.50, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $14.05 per 280 lb. to end of April, winter ports.

No demand is noted for winter wheat flour. Quotations March 4: $9.25@9.90 bbl., f.o.b. Montreal; export $4.15@4.70 sack, export cottons, f.a.s. Halifax or St. John.

Demand for winter wheat is good, but deliveries are practically nil. Many farmers have used their wheat for feed in view of high grain prices and have little on hand. Quotations March 4: $1.90@1.95 bu., f.o.b. shipping point.

Vancouver: Entry of the Philippine Islands into the International Wheat Agreement failed to produce the expected buying interest from that country in Canadian flour. It appears from cable reports that Ma-

1949 PRESIDENT HONORED—Wiley Akins, Burrus Feed Mills, Ft. Worth, retiring president of the Midwest Feed Manufacturers Assn., received special recognition for his association work in the past year. B. D. Eddie, Superior Feed Mills, Oklahoma City, a member of the resolutions committee (left), is shown above congratulating Mr. Akins as he was presented with an engraved copy of the resolution.

nila importers are buying only in quantities for which they can secure from their government the necessary exchange permits.

There were some small orders last week, but Canadian exporters now realize that here is a country in the so-called "hard currency" areas that is finding it hard to maintain its dollar trading position.

Reports that there might be a third large flour order for Colombo, Ceylon, for shipment in April-May were current during the week. Canadian mills have already contracted to supply more than 20,000 tons, but it is doubtful whether they will be in a position to go after the new business in view of the scarcity of No. 5 wheat.

The freight situation across the Pacific has again righted itself after several months of tense disputes. An agreement has been signed between Canadian flour shippers and the Pacific Westbound Freight Conference whereby the exporters will use conference ships, and the rate to Hong Kong and Manila has been set at $15 U.S. funds or $16.50 Canadian. Tramp berth ships are still looking for business and apparently would handle business from 50¢ to $1.50 below conference ideas.

Domestic flour business continues generally quiet. Stocks have been built up again after the shortage caused by the railway slides in the mountains. Prices are unchanged. For hard wheat grinds, cash car quotations: first patents in 98's cottons $11.20, bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry to the trade $11.20@11.65.

Winnipeg: More than 107,000 bbl. of Canadian flour were worked for export last week. The combined total of 16,000 bbl. went to the Philippines, Ceylon, Hong Kong and Venezuela. The remainder was worked to International Wheat Agreement countries, including the U.K., Trinidad, Mozambique, Cuba, Dominican Republic and Haiti. Domestic trade was moderate, and mills are running somewhat close to 70% of capacity. Supplies are not heavy and prices remain unchanged.

Quotations March 4: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40; cottons; second patents $10.70@10.90; second patents to bakers $10.20@10.40.

Millfeed

Minneapolis: Good demand for millfeed has been sustained and with supplies well cleaned up prices again are quoted higher, ranging $1 higher for bran and $1.50 up on red dog. Quotations March 6: bran $44.50, standard midds. $46, flour midds. $47.50, red dog $48.50.

Duluth: Demand is fair to good, the trend is generally higher and supplies are adequate; quotations: pure bran $45.50, standard bran $44.50, standard midds. $46, flour midds. $47.50, mixed feeds $46.50, red dog $48.50.

Kansas City: Both bran and shorts advanced $1.50 ton during the week due to scarcity of supplies and some scattered improvement in demand. Interest from the formula trade was mainly centered on bran, but lack of offerings of both commodities held the market strong. Quotations March 6: bran $41@41.50, shorts $46.50@47.

Wichita: Millfeed demand was good last week. Supplies were inadequate, due to low operating time of mills. Quotations, basis Kansas City, March 4: bran $41@41.25, shorts $46@46.25; both bran and shorts advanced 75¢@$1 ton, compared with the preceding week.

Ft. Worth: Quotations March 4: bran $48@49, gray shorts $53.50@54.50, delivered TCP, about $3 higher on bran but only 50¢ up on shorts, compared with the previous week. Demand continued fair, but offerings were again light.

Hutchinson: Demand last week was excellent in the face of a market which continuously edged ahead. All classes of buyers were interested, and offerings were readily absorbed. Quotations, Kansas City basis: bran $40.75@41.25, gray shorts $45.75@46.25.

Salina: Demand last week was good. Bran was $1 ton higher and shorts $1 higher. Supplies are adequate. Quotations, basis Kansas City: bran $40@40.50, gray shorts $45@45.50.

Oklahoma City: Millfeed closed $1 higher on all classes over the previous week's level. Quotations, straight cars: bran $43.20@44.20, mill run $45.70@46.70, shorts $48.20@49.20; mixed or pool cars $1 higher on all classes.

Omaha: Buying of millfeed boosted the price here March 4 to $41.50 for bran and $46.75 for shorts.

Chicago: Quotations: bran $46.50, standard midds. $49.50@50, flour midds. $51, red dog $51.50. Demand last week was light, and supplies were ample.

St. Louis: A better demand prevails for millfeeds, but buyers are reluctant to cover requirements at advanced prices. Mill running time is light. Quotations: bran $44.50@45, shorts $49.25@49.75.

Buffalo: Sustained demand last week brought about further advances—to a point where the Buffalo market level was at quite a premium over the Midwest level. Quotations March 4, f.o.b. Buffalo: bran $49.50@50, standard midds. $48.50@49, flour midds. $50@50.50, red dog $50.50@51.

Pittsburgh: Demand was strong last week. Weather was very cold and stocks were low—hence the larger sales volume. Prices of bran and middlings advanced as much as $2 over the previous week. Caution still

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prevails in wholesale buying and no commitments were made for longer than 30 days' ahead. Quotations, f.o.b. Pittsburgh points: bran $53@53.60, standard midds. $54.25@54.60, flour midds. $56.60@57.10, red dog $57.10 @58.10.

Boston: Prices advanced at Boston last week, with trading activity fairly constant and volume comparatively limited. Spring bran is $2.50 higher, while middlings advanced $3.50. Red dog also was up $3.50 and mixed feeds gained $2. Dealers reported that inquiries were fairly general, although based on quantities merely sufficient to maintain workable inventories. At the peak of the rise buyers became more cautious and sought job-lots at favorable price concessions. Quotations March 4: spring bran $57@57.50, middlings $57@58, mixed feeds $56.50 @57, red dog $62.50@63.50.

Philadelphia: A slight improvement in demand for millfeed has been accompanied by a better undertone in the market, but volume remains well below the norm for this time of year. Buyers are interested only in immediate delivery. The March 4 list of quotations shows uniform advancement of $1 over those of the previous week, with bran and standard midds. quoted at $55 and red dog at $58.

New Orleans: A slightly higher and steady millfeed market did nothing to stimulate sales last week. Buyers are purchasing only for replacement and immediate needs. Export business is practically at a standstill. Quotations: bran $50@50.50, shorts $55.50@56.

Seattle: The millfeed market is dormant. Some Canadian supplies are offered here at $48, but local and Montana millers are quoting $1 ton under this for March-April. Quotations March 6: $47, common transit points.

Portland: Mill run $46.50, middlings $52 ton.

Ogden: Millfeed prices advanced $2 last week. Demand exceeded supply. Plants are running four days a week and are booked through March. Quotations: red bran and mill run $47, middlings $50; to Denver: red bran and mill run $54, middlings $57; to California: red bran and mill run $54.50, middlings $57.50, f.o.b. San Francisco and Los Angeles.

Toronto-Montreal: The market is tightening, especially on bran, which is in short supply. Quotations March 4: bran $57.50, shorts $58, middlings $62, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: Trade in millfeed is unchanged, with eastern buyers taking most of the output from western mills. There is no accumulation of supplies, and sales in the three prairie provinces are insignificant. Quotations March 4: Manitoba, Saskatchewan and Alberta bran $51, shorts $54; small lots ex-country elevators and warehouses $3 extra.

Vancouver: Although domestic demand continues the poorest in years, prairie mills last week revised prices upwards by $1. Stocks held here are on the light side. Nothing new in the way of export has developed. Cash car quotations: bran $51, shorts $54, middlings $58.

Rye

Minneapolis: A stronger rye market produced more active inquiry for rye flour, but sales did not pick up to any great extent. It is expected that further price strength will bring in some business as bakers' inventories are known to be low. Quotations March 6: pure white patents $4@4.30, medium rye $3.80@4, dark $3@3.35.

Buffalo: Interest increased somewhat last week, but sales activity continued slow. Most bakery and wholesale house buyers are still limiting their inventories to daily needs in hopes of a lower price level. Quotations March 4, f.o.b. Buffalo: white $4.94@5, dark $3.85@3.90, medium $4.75@4.80.

Chicago: The rye flour market remained inactive last week. Sales were few and in small lots only. This dullness has prevailed for a very long period as lack of interest continues. Directions were fair. Quotations: white patent rye $4.15, medium $3.90 @3.95, dark $3.15@3.40.

New York: Sales were small and for nearby shipment as buyers continued to expect lower prices. Pure white patents $4.60@4.70.

St. Louis: Sales and shipping directions have been very slow. Pure white $4.60, medium $4.40, dark $3.50, rye meal $4.10.

Philadelphia: The reluctance of bakers to pay the prevailing price for dark flour is keeping business at a minimum. The occasional small lots which do change hands are bought for quick delivery. The market is firm. Quotations March 4: rye white $4.60 @4.70.

Portland: White rye $5.70, pure dark rye $4.70.

Pittsburgh: Demand was larger last week over widely scattered areas. But no sales were for more than immediate needs. Quotations: pure white No. 1 $4.61@4.65, medium $4.31 @4.40, dark $3.85@4.11, blended $5.60 @5.76, rye meal $4.10@4.11.

Oatmeal

Toronto - Montreal: Domestic demand improved. Export trade is slow. Quotations March 2: rolled oats in 80-lb. cottons $4.60, oatmeal in 98-lb. jutes $5.55, f.o.b. Toronto or Montreal.

Winnipeg: Odd lots of oatmeal and rolled oats account for small total sales of these commodities in the domestic and export market. Mills are operating only part time. Stocks on hand are sufficient to take care of all buying orders. Quotations: rolled oats in 80-lb. sacks $4.75@4.85 in the three prairie provinces; oatmeal in 98-lb. sacks $5.70@5.80.

Minneapolis: Bulk rolled oats were quoted at $5.39 March 6; 20-oz. packages $3.10 case, 48-oz. packages $3.35.

—BREAD IS THE STAFF OF LIFE—

MILLFEED FUTURES

The following is a comparison of settling prices at Kansas City for Feb. 21 and March 4:

	Feb. 21	March 4
BRAN—		
March	$44.63@ 41.50	$41.25@ 41.50
April	@*39.50	41.65@ 42.00
May	37.50@ 37.75	38.50@ 40.00
June	35.80@ 36.50	37.75@ 38.50
July	35.00@ 36.50	35.50@ 37.00
August	@	35.50@ 37.00
SHORTS—		
March	$46.00@ 46.50	$ ....@*46.75
April	46.25@ 47.00	46.85@ 47.25
May	46.25@ 47.50	46.75@ 47.25
June	43.00@ 44.00	44.50@ 46.75
July	42.00@ 44.00	43.50@ 45.00
August	@	43.50@ 45.00
Sales (bales)	890	240

*Sale.

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $1. Add 10¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 10¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SALESMAN WANTED, METROPOLITAN New York to sell highest and clear of large Buffalo mill. Address 688, The Northwestern Miller, 23 Beaver St., New York 4, N. Y.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. R. Hagan, 1412 E. High, Jefferson City, Mo.

MACHINERY FOR SALE

120'-8" HELICOID SCREW CONVEYor complete with troughs and covers in 10' sections, perfect condition.

1—Model 17H Mikro Pulverizer.

10—Filter Presses, all sizes.

1—Williams 5-roll high side mill, complete.

3—Anderson Oil Expellers, complete.

Miscellaneous Mixers, Sifters, etc.

Send for detailed listing

EAGLE INDUSTRIES, INC.
110 Washington Street
New York 6, N. Y.
Phone: Digby 4-8164

WANTED
EXPERIENCED FLOUR BROKER

covering upper New York State, by aggressive, competitive mill; both spring and hard winter wheat flours. Address 686, The Northwestern Miller, 23 Beaver St., New York 4, N. Y.

SITUATIONS WANTED

CEREAL CHEMIST DESIRES POSITION with company which can use a man with administrative ability in operating laboratory and bakery service departments. Have had practical experience in bakery operation. Can be of assistance to sales department in contacting bakery accounts. Address 690, The Northwestern Miller, 100 W. Jackson Blvd., Chicago 4, Ill.

HELP WANTED

WANTED
JOBBER FLOUR and FEED SALESMAN

Prefer a man with some acquaintance in the flour and feed trade, in the territory consisting of the southern part of North Carolina, all of South Carolina, and the northeastern part of Georgia.

Must be capable of selling to jobbers and assisting them in developing their trade with the retailers.

Consistent radio advertising has created consumer demands that requires representation in this territory. To the man qualified we will pay a guaranteed salary, expenses, plus liberal commission arrangement, and furnish car, if desired.

Write at once, giving details of your age, education, experience, family status, etc. All replies strictly confidential.

P. O. Box 50, Nashville, Tennessee

FOR SALE
HAYSSEN WRAPPING MACHINE

Model 5-11—almost new. Will wrap any package from three to eight inches wide and from five to eleven inches long. Ideal for bread. For full particulars write or 'phone—Ripon Foods, Inc., Ripon, Wisconsin.

FOR SALE
STAINLESS STEEL SIFTERS

24—No. 71 "Roball" Sifters, made by J. H. Day Co., Cincinnati, Ohio. Single deck, screening surface 49" x 84". Fitted with stainless steel sieve frame, stainless steel ½" mesh wire cloth, and 8/0 feed and discharge hoppers. Each sifter with 3 H.P. Model 5K General Electric 255-A3711 motor, 1,750 R.P.M., 3/60/220 volts Type K ball-bearing, frame 255, totally enclosed, fan cooled. Shipping weight 550 lb. each, including motor. Located in Newark, N. J., wire or telephone.

CONSOLIDATED PRODUCTS CO., INC.
14-16 Park Row New York, N. Y.

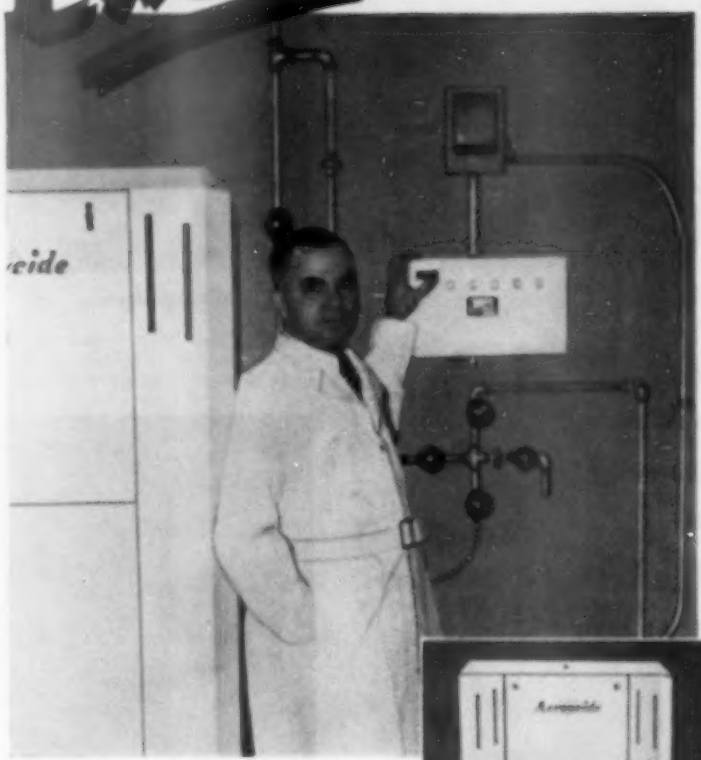
May We Serve You?

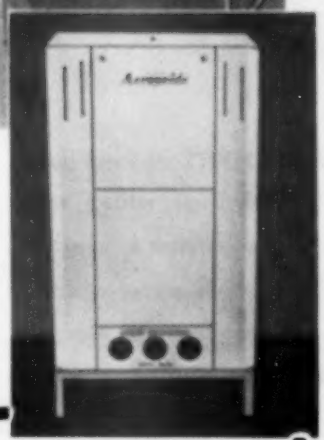
E. P. MITCHELL COMPANY • Flour

SERVING THE MILLING AND BAKING INDUSTRIES

DWIGHT BUILDING, KANSAS CITY, MO. • PHONE GRAND 1554

EXTRA PROTECTION...





Pictured above is the operator at the control and timer board of our fumigation system, which automatically hits 264 vital spots in our mill. This pushbutton control makes fumigation quick and easy. At the right is a full view of the Arrowcide fumigation unit itself, which appears at the left of the operator in the photograph above.

"PUSH BUTTON" FUMIGATION

GIVES ADDED SAFETY TO BAKERS OF

IMPERIAL AND *Velvet* FLOURS

WE WANT Walnut Creek Flours to be the purest on the market and we are taking every possible step to guard their purity.

For example, we recently installed a "push button" fumigation program. Known as the Arrowcide System, it makes fumigation of vital spots quick and easy.

Liquid fumigant is supplied to a unit which transforms it to gas. Compressed air then delivers the gas under pressure by way of pipes. The piping system is divided into five circuits with a combined total of 264 ejector nozzles. We fumigate 264 vital spots in one complete cycle of operation.

The entire system is controlled by an automatic timing device which opens and closes the five circuits in sequence. Fumigating time for each circuit is usually 45 minutes. Indicator lights on the timer tell when the system is operating and what equipment is being fumigated.

Using this system we protect our product from first break rolls to packing bins, placing particular emphasis on key trouble spots such as elevator boots, purifiers, lateral conveyors and storage bins.

We can fumigate any time the machinery is not running, using a heavy concentration of gas, which has been proved to be the most efficient, in strategic trouble spots.

Of course, we follow all the good housekeeping rules, too. We have an efficient central vacuum cleaning system, constant policing of the mill and product checking in the laboratory. We are guarding the purity of our flours in every way possible.

IMPERIAL • *Velvet*
BETTER BAKERY FLOURS

ANOTHER SAFEGUARD:

"GRASS ROOTS" WHEAT SELECTION

Not only purity but also baking quality of Walnut Creek flours is constantly guarded. In our carefully planned program, each of our trained wheat buyers at our country stations has surveyed before harvest the wheat farms in his territory to learn which fields are planted with the varieties and quality we want for top baking performance. Then, we buy only those wheats that come from fields our buyers know are best. This "grass roots" wheat selection is possible only because of our location in the midst of America's biggest wheat belt where we can know each grower from whom we buy.

WALNUT CREEK MILLING COMPANY

GREAT BEND, KANSAS

T. H. SHERWOOD, VICE PRESIDENT AND GENERAL MANAGER

Plans Completed for 36th SBA Convention

ATLANTA—Program plans for the 36th annual convention of the Southern Bakers Assn. at the Vinoy Park Hotel, St. Petersburg, Fla., April 12-14, have been nearly completed, according to a recent announcement by E. P. Cline, 103 Henry Grady Bldg., executive secretary of the SBA.

Registration will begin at 12 noon, April 12. The opening session will begin at 10 a.m., April 13, with another scheduled for 10 a.m., April 14.

A. R. Fleischmann, vice president, Standard Brands, Inc., New York, is a featured speaker on the program, together with W. E. Long, the W. E. Long Co., Chicago; E. H. Cherry, assistant manager, southeastern division, Chamber of Commerce of the U.S., speaking on "Current Controlsm and Trends for Tomorrow," and Warren Foster, publicity department, the Coca-Cola Co., who will speak at the annual banquet.

Mr. Long will address the association the morning of April 14 on "The First Fifty Years Are the Toughest." The annual business session for bakers only will follow, at which time changes in the constitution and by-laws will be brought before the delegates, together with the exposition, policy matters, and the proposed bakery and engineering school.

The meetings of the old and new governing boards will be combined, and will be held on board the cruiser "Humko," through the courtesy of the Humko Co., Memphis.

Entertainment will include floor shows, dancing, swimming, golf, horseback riding, tennis and boating.

A. R. Fleischmann

The allied association is planning full participation in entertainment features. Ladies' activities will include

W. E. Long

visits to a reptile farm and sunken gardens.

Reservations should be sent in without further delay, Mr. Cline pointed out, since present reservations are

E. P. Cline

snap judgment can pay off . . . but usually it's an expensive luxury. When considering a better looking and more efficient container for your product, we know you'll want to give this SALES STIMULATING subject a long, hard look. Your Chase Salesman is thoroughly qualified to analyze your requirements. He is supported by engineering, design, and research data that can be quickly brought to bear on your specific problem. Why not make it a point to check with him today!

bags for all industry and agriculture...

- cotton bags of all kinds
- Topmill burlap bags
- paper & Multi-wall bags
- Saratin open mesh bags
- combination bags, liners, and specialties.

1847

CHASE BAG CO. GENERAL SALES OFFICES, 309 WEST JACKSON BLVD., CHICAGO 6, ILL.

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PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK. • SAN FRANCISCO

approaching the hotel's room allotment.

Committee Appointments

Cesar Medina, Holsum Bakers, Inc., Tampa, is serving as general chairman of the convention.

The following are chairmen of the various convention committees:

Program — Ray King, chairman; Hugh Adcock, co-chairman.

Hotels — Sterling Bottome, chairman.

Ladies—Mrs. Roy Peters, Lakeland, Fla., chairman.

Transportation — Volmer Osha, chairman.

Reception—Neal Farrar, chairman.

Golf—Roy Peters, chairman.

Prizes—Lee Holley, chairman.

Meeting attendance—Lacy Gaston, chairman.

Music and song leading—Jack Lanum, chairman.

Registration—J. Frank Rees, chairman.

Allied entertainment—J. W. Taggart, chairman.

The program for the convention will begin with registration on Wednesday night, April 12, with buffet luncheons, floor shows, cocktail parties and dancing making up the principal entertainment features.

The ladies will be entertained at special functions. An interesting sightseeing trip is planned for them, ending at the Tides Bath and Beach Club on the Gulf, where they will enjoy the bathing facilities, buffet luncheon and music.

The committee examined the clubhouse and golf course, which is owned and operated by the hotel, and reported the facilities to be in excellent condition. One of the major entertainment features will be held at the clubhouse.

The convention will close with the banquet, floor show and dancing the evening of April 14. However, through special arrangements with the hotel management Southern Baker Assn. guests can remain for several days with convention rates in order.

By special arrangement, the Humko Co., Memphis, Tenn., will make its cruiser available, for the joint meeting of the old and new board and the past presidents, sailing at 3 p.m., April 12, from the Vinoy Park Hotel landing.

It's EASY to install "Payroll Savings"

If you've put off installing the Payroll Savings Plan in your company because you feel it would be "a lot of work," then this advertisement is certainly for you! Because it's really very simple to give your employees the advantages of investing in U. S. Savings Bonds the easy, automatic "Payroll" way.

... and 20,000 companies' experience proves it pays!

HERE'S ALL YOU NEED TO DO

Appoint one of your top executives as Savings Bond Officer. Tell him to get in touch with your State Director, Savings Bonds Division, U. S. Treasury Department. Here's what happens . . .

The State Director will provide application cards for your employees to sign—plus as much promotional material and personal help as necessary to get the Plan rolling in your company.

Those employees who want Savings Bonds indicate on the applications: how much to save from their pay; what denomination of Bonds they want; and the inscription information to appear on the Bonds.

Your payroll department arranges to withhold the specified amounts, arranges to get the Bonds, and delivers them to the employees with their pay.

The Bonds may be obtained from almost any local bank or from the Federal Reserve Bank or may be issued by the company itself upon proper certification by the Federal Reserve Bank or Branch in the company's District.

THAT'S ALL THERE IS TO IT!

In case you're skeptical as to how many of your employees would like to have Payroll Savings, canvass your plant—and be prepared for a surprise. (Remember that pay-check withholdings for Bonds are *not* a "deduction"—the employee takes home his Bonds with his pay.) One leading manufacturer, who had professed little faith in the Plan, found his eyes opened when he asked the people in his plant whether they would like to obtain Bonds in this way. Within only six months after he installed the Plan, half his employees signed up. A prominent aircraft manufacturer, whose company had used the Plan for some time, was not aware of its potentialities until his personal sponsorship increased participation by 500% among his company's employees.

THE BENEFITS ARE BIG—FOR EVERYONE

The individual employees gain security—they know that the Bonds they hold will return $4 for every $3 at maturity. The company gains from the resultant increased stability and efficiency of its workers. The whole nation gains because Bond sales help stabilize our economy by spreading the national debt and by creating a huge backlog of purchasing power to boost business in the years ahead.

Is it *good policy* to deprive your company of Payroll Savings—even one more pay day? Better at least have a talk with your U. S. Savings Bonds State Director, get the answers to your questions, and *know for sure.*

The Treasury Department acknowledges with appreciation the publication of this message by

THE MILLER PUBLISHING COMPANY

—is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.

PROCESSED EGG OUTPUT SETS DECEMBER RECORD

WASHINGTON—Production of liquid egg during December totaled 39,380,000 lb., the largest production for that month of record, the Bureau of Agricultural Economics reports. Production was over 13 times that of December, 1948, and about 28% higher than the previous high December output of 30,747,000 lb. produced in 1941. With record egg production during December and relative low prices for eggs, both egg drying and freezing operations were on a much larger scale than a year ago.

Dried egg production during December totaled 8,579,000 lb., compared with only 553,000 lb. in December, 1948. Production consisted of 8,286,000 lb. whole dried egg, 232,000 lb. dried albumen and 61,000 lb. dried yolk. Total production of dried egg during 1949 was estimated at 74,648,000 lb. compared with 44,275,000 lb. in 1948. During 1949 the government contracted for 68,808,000 lb. dried whole egg to be used for egg price support purposes.

The production of 9,308,000 lb. frozen egg during December was the largest production for that month of record. The previous high December production was in 1946 when 3,594,000 lb. were produced. Total production of frozen eggs during 1949 was estimated at 315,460,000 lb. compared with 345,192,000 lb. in 1948. It was the smallest production since 1942.

4 MILLER PUBLICATIONS AVAILABLE ON MICROFILM

MINNEAPOLIS—The Miller Publishing Co., 118 So. 6th St., Minneapolis 2, Minn., has entered into an agreement with University Microfilms, Ann Arbor, Mich., to make available to libraries publications of the Miller Publishing Co. in microfilm form.

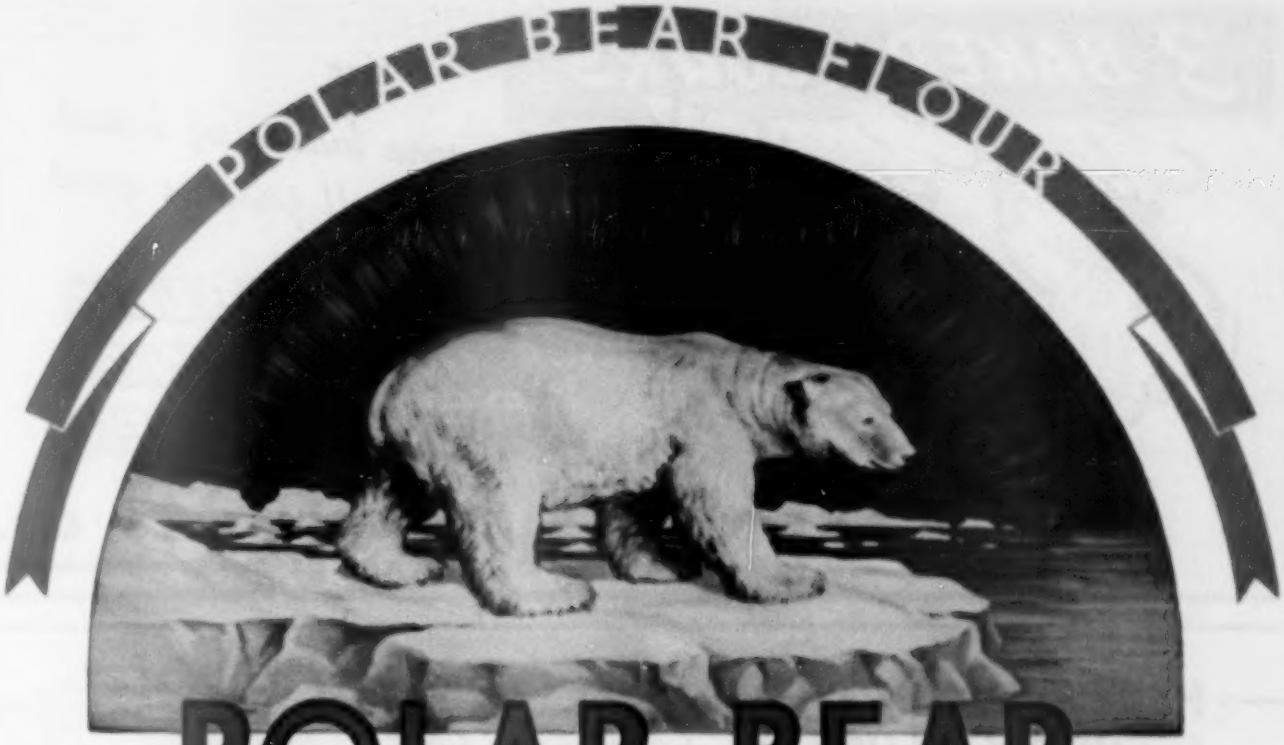
Periodical storage poses a difficult problem because of bulk and space required; the microfilm organization points out that microfilm makes it possible to produce and distribute copies of periodical literature on the basis of the entire volume in a single roll.

Under the plan, the library keeps the printed issues unbound and circulates them in that form for two to three years, which corresponds to the period of greatest use. When the paper copies begin to wear out or are not called for frequently, they are disposed of and the microfilm is substituted.

Sales are restricted to those subscribing to the paper edition, and the film copy is only distributed at the end of the volume year.

The microfilm is in the form of positive microfilm, and is furnished on metal reels, suitably labeled. Inquiries concerning purchase should be directed to University Microfilms, 313 No. 1st St., Ann Arbor, Mich.

The Miller publications to be available on microfilm are: The Northwestern Miller, The American Baker, Feedstuffs and Milling Production.



POLAR BEAR

FLOUR IS KING

We are not milling POLAR BEAR to a level of price but only to the level of the highest baking quality. POLAR BEAR is a premium flour that gives premium results in the bakery. That's why it is almost impossible for a POLAR BEAR user to find complete satisfaction in baking another flour.

Founded by
Andrew J. Hunt
1899

Ralph C. Sowden
President

The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS

3 BAKER FLOURS

that give

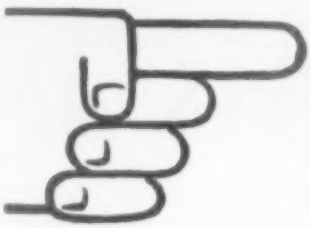
more loaves of bread, and all just as good.

TEA TABLE
OVENSPRING
BIG VALUE

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

HERE'S BAKING SECURITY PLUS

The baking security you get in SUPER-FLOUR is more than a phrase. It is security soundly founded on a quality milling program. A program that begins in the wheat field with selected hard winter wheats of known superior baking merit and does not relax its vigilance until the flour is delivered to your bakery. That's why the extra values of SUPER-FLOUR are so easily evident . . . and why you can feel secure when your loaf is baked from this superb short patent flour.



HIGH PATENT

Superflour

REG. U. S. PAT. OFF.

THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

F. W. STOCK & SONS INC.

HILLSDALE, MICHIGAN

DAISY FRIED CAKE AND SWEET-DO MIXES
●
DONUT BASE FLOUR
●
DONUT MACHINES
●
COMPLETE DONUT EQUIPMENT
CUSTOM DESIGN FOR YOUR NEEDS

MILLERS SINCE 1862

FLOUR for EVERY PURPOSE

ARNOLD OF STERLING

THORO-BREAD

the perfect flour

WHY IS THORO-BREAD "the perfect flour"? Because it is country milled from the choicest wheat just as it comes from the farms, because it is produced in an up-to-date, efficient mill, because it meets the toughest baking tests, but most of all because we are determined that THORO-BREAD shall always be the finest quality in the flour market.

ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY
STERLING, KANSAS

Capacity 2,500 Cwts. Daily

Wheat Storage 500,000 Bus.

ARNOLD OF STERLING

MILLING ENGINEERS, INC.
Designers and Builders for the Grain Processing Industries
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MILLFEED • FLOUR
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Choice
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NORRIS GRAIN COMPANY
Kansas City, Mo.

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FLOUR-FEED-WHEAT
PROMPT-ACCURATE LABORATORY SERVICE
THE MID-WEST LABORATORIES CO.
COLUMBUS, OHIO

ALFALFA MEAL
Sun-Cured and Dehydrated
NATIONAL ALFALFA DEHYDRATING & MILLING CO.
Lamar, Colo. St. Louis, Mo.

Low Grades and Millfeed
I. S. JOSEPH CO., INC.
Minneapolis, Minn.

We are buyers of FEEDS of all kinds
DEUTSCH & SICKERT CO.
700-708 Grain & Stock Exchange
MILWAUKEE, WISCONSIN

The Southwestern Laboratories
KANSAS CITY, MO.
GRAIN - FLOUR - FEED

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